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The MASSACHUSETTS SPIRIT M E S S E N G E R

GOVERNMENT DOCUMENTS
COLLECTION

OCT 9 1987

University of Massachusetts
Depository Copy

No. 1, March 1986

This is the first in a series of timely bulletins about issues and developments affecting the Massachusetts travel industry.

SPIRIT ADVERTISING PROGRAM

The Spirit of Massachusetts' \$3.8 million spring/summer tourism advertising program will break April 14 with a combination of spot television, newspaper, and consumer magazines. The new ad program marks the third year of the Commonwealth's year-round, travel promotion campaign.

The primary target audience is adults who travel and have excess disposable income. Although the primary market area continues to be within a 500-mile radius of the state, the Division is testing other markets, including Toronto.

Last year's radio spots have been dropped in favor of a longer and more concentrated print campaign to take advantage of the lengthening of the Massachusetts travel season.

The Spirit's 30-second TV ads continue the cities/seashore/countryside themes established in the 1985 program. In print, last year's three ads have been replaced by a single, full-page, 4-color ad, headlined, "When it comes to great vacations, one state holds all the cards." The three postcards featured in the ad are included in the new Spirit Vacation Kit. In addition, there is a new, small-space, direct-response coupon ad in 4-color and B&W versions.

Print insertion dates are subject to change. When planning tie-in advertising, please check schedules with each publication. All schedules refer to issue dates.

TV Markets

Albany/Schenectady/Troy
Boston/Worcester/Springfield
Hartford/New Haven
New York

Philadelphia
Providence
Springfield
Washington

TV Schedule

Boston market: weeks of April 21,28, May 5,12, June 2,9,16,23

All other markets: weeks of April 14,21,28, May 5,26, June 2,9,16

<u>Newspaper Sunday supplements</u>	<u>May</u>	<u>June</u>	<u>July</u>
Boston Globe	4,18	1,15,29	13
Boston Herald	4	8	
Hartford Courant	4,18	1,15,29	13
New York Times	4,18	1,15,29	13
Philadelphia Inquirer	4,18	1,15,29	13
Providence Journal Bulletin	4,18	1,15,29	13
Washington Post	4,18	1,15,29	13

<u>Magazines-monthlies</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>
Better Homes & Gardens				
Travel East ed.	X	X		
Eastern ed.			X	X
Black Enterprise		X	X	
Bon Appetit/N.East ed.	X	X	X	
Boston Magazine	X	X	X	
Connecticut Magazine	X	X	X	
Country Living/Travel East ed.		X	X	X
Delta Sky	X	X	X	X
Ebony/Eastern ed.	X		X	
National ed.		X		
50+/Eastern ed.	X		X	
National ed.		X		X
Ladies Home Journal			X	X
New England Monthly	X	X	X	X
Philadelphia Magazine	X	X	X	
Signature/Eastern ed.	X	X	X	X
Travel and Leisure/Eastern ed.	X	X	X	X
Travel Holiday/N.East ed.	X	X	X	X
Washingtonian	X	X	X	
Yankee	X	X	X	X

<u>Magazines-other</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>
American Way [biwkly]	26	9,23	7,21	
Family Circle [17 iss/yr]			7,28	
Nat'l Geographic Traveler [qtr]		X		
New England Getaways [bimnthly]	X		X	
New England Living [bimnthly]		X		X
New York Magazine [wkly]	12	2,23		
New Yorker [wkly]	12,26	9,23	7,21	4
Original Guide to N.E.	annual	guide published	in May	
TV Guide [wkly]	12,26	16	7,28	
Woman's Day [17 iss/yr]			28	18
Yankee's Travel Guide to N.E.	annual	guide published	in April	

<u>Canadian Publications</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>
City & Country Home		X	X	
Goodlife/Toronto ed		X	X	X
Leisureways		X	X	
Readers Digest/N.E. travel supp		X		
Toronto Life		X	X	X
Toronto Star/travel supp	22			
Touring & Travel	summer issue published	May 15		

The MASSACHUSETTS SPIRIT M E S S E N G E R

GOVERNMENT DOCUMENTS
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No. 2, March 1986

TOURISM CONFERENCE

The 7th Annual New England Governor's Conference on Tourism will bring together some of the country's best-known experts on domestic and international travel marketing.

The conference, which takes place April 22 & 23 at Boston's new World Trade Center, will focus on current trends and new programs in domestic and international marketing.

The conference comes at a time when industry experts predict there will be an increase in travel to and within the United States this year. The weakening of the dollar against European currencies is expected to result in more domestic travel since foreign travel has become more expensive for Americans. Other factors fueling the domestic travel market include the continued strength of the domestic economy, falling gasoline prices, and cheap air fares. The currency exchange rates are also producing a surge of interest in international travel to the U.S., according to European travel agents and group tour operators at the recent International Travel Bourse in Berlin.

The conference's keynote speaker is David Birch, Director of MIT's Program on Neighborhood and Regional Change, who will talk about the rapid growth of tourism as a major force in the national economy. Governor Michael Dukakis will welcome conference guests at the April 23 luncheon. Donna Tuttle, Under Secretary for Travel and Tourism, U.S. Department of Commerce, will also address conferees.

Other speakers:

James Vanecko, Vanecko Associates

"Selling New England to New Englanders"

Rob Trowbridge, President and Publisher, Yankee Publishing, Inc.

"The benefits of narrowcast"

Eric Bosch, TVB Television

"Television and tourism"

John Bennison, Vice President of Government Affairs, American Society of Travel Agents

"Travel agents and leisure"

Ed Camara, Camara Associates

"The emerging group tour market"

Speakers (continued):

Donald Wynegar, Director of Research, U.S. Travel and Tourism Administration

"Outlook for international travel to New England"

Richard Seely, Assistant Secretary for Tourism Marketing, USTTA

"Cooperative advertising through USTTA"

Candee Treadway, New England-USA Foundation

"New cooperation in international marketing"

Brigid Roden, Mathieu Thomas Public Relations

"Marketing Massachusetts in the United Kingdom"

USTTA Directors from the Canadian, British, French, and German offices

The conference begins Tuesday afternoon, April 22, with a trade exhibit, reception, and informal dinner. Wednesday morning is devoted to domestic marketing, the afternoon to international marketing.

Following the main conference, there will be a special meeting on Thursday between USTTA officials, state travel directors, and key members of the private sector.

Mark your calendar for April 22 & 23. This is the most important travel conference this year, and you are urged to attend.

The conference registration fee is \$125 for Tuesday and Wednesday, \$100 for Wednesday only. For a complete schedule and registration information, call the New England Governors' Conference at 617 423-6900.

The MASSACHUSETTS SPIRIT MESSENGER

GOVERNMENT DOCUMENTS
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No. 3, April 1986

WINTER BAROMETER REPORTS STRONG WINTER TRAVEL SEASON

Winter travel in Massachusetts was boosted by a strong ski season. Despite a lack of natural snow, the Massachusetts Ski Areas Association reported a 15% increase in ski business this year. The association attributed the strong season to the ski areas' extensive snow-making and the collaborative promotions with the Division of Tourism.

Highway traffic data for the winter months in the western part of the state also provide evidence of a healthy ski season. Route 20 in Lee saw a 10% increase in daily traffic, and the West Stockbridge Turnpike interchange (inbound) saw an 18% increase in overall traffic.

MASSACHUSETTS TRAVEL BAROMETER: Winter 1985/86

	Winter 85/86	Winter 84/85	% Change
Total Visitors at Sample Locations	6,157,991	5,683,565	+ 8.35%
Attraction Visitors	1,104,560	963,290	+14.67%
Park Visitors	226,867	179,338	+26.50%
Information Center Visitors	76,191	64,260	+18.57%
Logan Airport Passengers	4,521,032	4,272,860	+ 5.81%
Auto Traffic Indicators			
Inbound Turnpike Traffic	1,623,599	1,492,197	+ 8.81%
Tobin Bridge Traffic (noncommercial, noncommuter)	1,945,253	1,768,776	+ 9.98%
Route 20 Traffic (Lee) (average daily traffic)	10,661	9,692	+10.00%
Massachusetts Ski Area Business: (skier days)		+15% over 84/85	

Statewide Occupancy Rates:

Dec. '85: 50.9%	Dec. '84: 53.6%
Jan. '86: 50.7%	Jan. '85: 51.6%
Feb. '86: 57.4%	Feb. '85: 55.4%

Statewide Sales per Occupied Room:

Dec. '85: \$70.85	Dec. '84: \$64.80 (+9.3%)
Jan. '86: \$71.90	Jan. '85: \$66.40 (+8.3%)
Feb. '86: \$70.00	Feb. '85: \$62.70 (+11.6%)

	<u>Winter 85/86</u>	<u>Winter 84/85</u>	<u>% Change</u>
Visitors to Massachusetts Attractions			
Museum of Fine Arts, Boston	326,946	182,663	+78.99%
John Hancock Observatory	39,905	36,819	+8.38%
Science Museum, Boston	186,736	197,179	-5.30%
New England Aquarium	183,950	181,701	+1.24%
Kennedy Library & Museum	30,011	36,387	-17.52%
Fogg Art Museum	7,663	4,182	+83.24%
House of Seven Gables	8,937	7,582	+17.87%
Springfield Art Museum	17,161	20,059	-14.45%
Springfield Science Museum	34,711	41,474	-16.31%
Springfield Nat History Museum	4,318	5,589	-22.74%
Higgins Armory	9,076	8,184	+10.90%
Battleship Cove	6,209	7,509	-17.31%
Clark Art Institute	13,672	14,369	-4.85%
Rockwell Museum	8,981	9,355	-4.00%
Berkshire Museum	15,911	15,717	+1.23%
U.S.S. Constitution	25,234	21,142	+19.35%
Sturbridge Village	31,246	32,085	-2.61%
Basketball Hall of Fame	15,490	4,410	+251.25%
Edaville Railroad	107,538	104,625	+2.78%

The Massachusetts Travel Barometer is a seasonal sampling of attendance and traffic data from selected travel industry sources statewide. This Barometer consists of data for December, 1985 and January and February, 1986. Data are compiled by the Massachusetts Division of Tourism. Sources include: Massachusetts Ski Areas Association for ski statistics, the New England Aquarium for certain museum attendance data, Laventhol & Horwath for statewide hotel statistics, Massachusetts Turnpike Authority for turnpike traffic, Massachusetts Port Authority for Tobin Bridge and Logan Airport traffic, and Massachusetts Department of Public Works for Route 20 traffic.

For more information about the Massachusetts Travel Barometer series, contact: Dan Yaeger, 617 727-3201.

OCT 9 1987

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The MASSACHUSETTS SPIRIT MESSENGER

No. 4, June 1986

SPIRIT CAMPAIGN GOES COAST-TO-COAST

The Spirit of Massachusetts advertising campaign debuts on the west coast June 16 with a six-week television, radio, and print advertising program in Los Angeles. The California blitz is the first for a New England state. It capitalizes on the strong interest Californians have shown for Massachusetts vacations and the bargain-basement, coast-to-coast airfares. The targeted campaign is being launched at a time when Americans are traveling to American destinations in record numbers.

For the California campaign, the Spirit's 30-second TV spot has a special tag line, "California, catch the spirit now." New radio and print ads promote Massachusetts' history, diversity, and the low airfares. The black-and-white print ad is headlined, "1986 reasons to catch the Spirit of Massachusetts this summer," and it lists 1,986 things to see, things to do, and ways to save. The radio ad declares, "This is the summer to see America and there's no better place to start than Massachusetts."

To kick off the west coast campaign, the Division of Tourism and the tourism industry have awarded a free Bay State vacation to a Los Angeles-area honeymoon couple who wrote to the Division requesting travel information. The winners, John Reseigne from Los Alamitos and his fiancée, are history buffs and they plan to visit Boston, Salem, Lexington, Concord, Plymouth, and Cape Cod. Continental Airlines has donated a pair of round-trip tickets and National Car Rental will be providing a car. The Reseignes will also receive a package of complimentary lodgings and passes to museums and attractions.

As the Spirit campaign kicked off the Los Angeles campaign, major airlines announced \$99 one-way, coast-to-coast fares.

Spot television	6 weeks	wks of June 16, 23, 30, July 7, 14, 21
30-second spot		
600 Gross Rating Points	--	reaches 85% of adults, 7-8 times
Radio	3 weeks	wks of June 16, 23, 30
60-second spot		
375 GRPs	--	reaches 45% of adults, 8-9 times
Newspaper	6 inserts	June 22, 29, July 6, 13, 20, 27
B&W, Los Angeles Times	Sunday	Travel section

TRAVEL AGENTS GET WINNING MVP GUIDE

The Spirit's new Mini-Vacation Packages guide is being mailed out to 7,300 Northeast and California travel agents early in June as part of the Division's ongoing efforts to market lodging packages to consumers through the extensive travel agent network. The travel agents will be urged to market the 173 lodging packages in the guide that are commissionable.

The MVP guide follows on the heels of the highly-successful, winter Spirit Weekend Packages booklet. The new guide is being offered directly to travelers who send for the Spirit Vacation Kit and in black-and-white "Free Spirit" ads in magazines and newspapers.

The guide was the centerpiece of radio promotions with WHYN, Springfield, and WBSM, New Bedford, during National Tourism Week. The stations promoted the MVP toll-free phone number and gave away lodging packages provided by individual establishments. Additional MVP promotions are planned for the fall.

SPIRIT SPOT SEEN ON NETWORK NEWS

Recent developments catapulted news about the travel industry from the travel and business pages onto the front pages and into the TV nightly news programs. For the Spirit campaign, the result has been unprecedented press attention. In CBS News' recent story about states' travel promotion, millions of viewers throughout the nation saw a clip from a Spirit spot. Other TV news coverage of the Spirit campaign has been seen as far west as Denver. Interviews with Division of Tourism staff and representatives from the state tourism industry have appeared on the air and in print throughout Massachusetts and the region. In addition to providing increased exposure to the Spirit campaign, the American public now has a new appreciation for the economic importance of the travel industry.

SPIRIT SHELLS NOW AVAILABLE

Colorful new Spirit shells are now available from the Division of Tourism. The shells are designed for use by meeting and conference planners, group tour operators, and travel agents. The 8 1/2 x 11 trifold shells carry 4-color photos of Bay State city, seashore, and country scenes on one side; the inside is blank for overprinting of invitations, itineraries, etc. To order these and other Spirit publications in bulk, call Mary Hayes at the Division of Tourism, 617 727-3201.

PLEASE NOTE

The next Massachusetts Spirit newsletter will be published in the fall. Meanwhile, the Division of Tourism will keep you informed of timely tourism news via the Messenger.

The MASSACHUSETTS SPIRIT MESSENGER

GOVERNMENT DOCUMENTS
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No. 5, September 1986

BAY STATE TOURISM UP DESPITE INCLEMENT WEATHER

Barometer results indicate spring/summer travel increased 8-10% overall despite 9 cloudy weekends out of 13. Museums and attractions rose 6.8%, and National Historic Parks soared 36.1%. By contrast, beaches slumped 19.9%. Inquiries to the Division of Tourism continued to grow 20%, and 17% more visitors stopped at Massachusetts Information Centers. The lodging industry experienced strong growth. July was the busiest month: the statewide occupancy rate climbed 5.3 percentage points over July '85, and Boston's rate jumped 8.6 points. Auto traffic went up 9.9%, and ferry traffic to and from Nantucket and Martha's Vineyard posted a 4.6% increase.

MASSACHUSETTS TRAVEL BAROMETER: SPRING/SUMMER 1986

	Spr/Sum '86	Spr/Sum '85	% Change
"Spirit" Inquiries	271,593	226,098	+20.0%
Visitors at Sample Locations (March - August)	Spr/Sum '86 16,584,385	Spr/Sum '85 15,596,537	% Change +6.3%
Museums & Attractions	4,586,826	4,293,156	+6.8%
National Parks	1,404,656	1,032,160	+36.1%
State Parks & Forests	589,127	592,223	-0.5%
Heritage State Parks	107,767	126,233	-14.6%
Logan Airport (March - July)	9,441,922	9,164,671	+3.0%
Information Centers	454,087	388,094	+17.0%
Auto Traffic Indicators (March - August)	8,273,161	7,528,443	+9.9%
Inbound Turnpike Traffic	3,382,542	3,152,826	+7.3%
Tobin Bridge Traffic (non-commercial, non-commuter)	4,779,561	4,269,749	+11.9%
Sagamore Bridge Traffic (eastbound, avg. daily traffic, March - July)	111,058	105,868	+4.9%
Island Ferry Passengers (March - August)	1,292,665	1,236,350	+4.6%

Statewide Hotel/Motel Occupancy Rates

June '86:	80.4%	June '85:	77.1%	(+3.3 pts.)
July '86:	74.4%	July '85:	69.1%	(+5.3 pts.)
Aug. '86:	83.7%	Aug. '85:	79.5%	(+4.2 pts.)

Statewide Sales per Occupied Hotel/Motel Room

June '86:	\$129.95	June '85:	\$127.28	(+2.1%)
July '86:	\$114.37	July '85:	\$112.24	(+1.9%)
Aug. '86:	\$117.76	Aug. '85:	\$113.22	(+4.0%)

Boston Hotel/Motel Occupancy Rates

June '86:	85.7%	June '85:	77.3%	(+8.4 pts.)
July '86:	73.5%	July '85:	64.9%	(+8.6 pts.)

Boston Sales per Occupied Hotel/Motel Room

June '86:	\$140.54	June '85:	\$136.04	(+3.2%)
July '86:	\$140.49	July '85:	\$136.13	(+3.1%)

Beach Attendance	3,334,774	4,165,409	-19.9%
(June - August)			

Visitors to Massachusetts Attractions (March - August)

Organization	SPR/SUM 86	SPR/SUM 85	% CHANGE
Museum of Fine Arts (Boston)	240,325	195,392	+23.00%
John Hancock Observatory	191,103	179,738	+6.32%
Science Museum (Boston)	483,500	543,492	-11.04%
New England Aquarium	743,694	730,252	+1.84%
Kennedy Library Museum	121,082	125,052	-3.17%
U.S.S. Constitution	352,354	212,216	+66.04%
Fogg Art Museum (Cambridge)	27,383	6,089	+349.71%
House of Seven Gables (Salem)	90,692	92,675	-2.14%
Smith Art Museum (Spfl)	35,859	30,827	+16.32%
Spfld Nat. History Museum	13,075	11,885	+10.01%
Basketball Hall of Fame (Spfl)	77,873	43,311	+79.80%
Worcester Art Museum	55,418	61,294	-9.59%
Higgins Armory Museum (Worc)	18,883	22,963	-17.77%
Old Sturbridge Village	354,454	323,776	+9.48%
Battleship Cove (Fall River)	96,014	106,211	-9.60%
Clark Art Museum (Willmstn)	75,352	60,695	+24.15%
Rockwell Museum (Stockbridge)	63,000	57,828	+8.94%
Berkshire Museum (Pittsfield)	54,071	47,218	+14.51%
Hancock Shaker Village	34,746	29,493	+17.81%
Berkshire RR	6,265	4,905	+27.73%
Plimoth Plantation	204,085	177,828	+14.77%
Mayflower II (Plymouth)	231,527	220,540	+4.98%
Heritage Plantation (Sandwich)	82,268	79,230	+3.83%
Edaville RR (S. Carver)	44,019	36,055	+22.09%
Cape Cod RR	18,892	9,652	+95.73%

The Massachusetts Travel Barometer is a seasonal sampling of attendance and traffic data from selected travel industry sources statewide. Data are compiled by the Massachusetts Division of Tourism. Sources include: Laventhol and Horwath for statewide and Boston hotel statistics, Massachusetts Turnpike Authority for turnpike traffic, Massport for Tobin Bridge and Logan Airport traffic, and Massachusetts Department of Public Works for Sagamore Bridge traffic. For more information, contact Dan Yaeger at (617) 727-3493.

The MASSACHUSETTS SPIRIT MESSENGER

GOVT. DOCUMENT
COLLECTION

OCT 9 1987

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No. 6, October 1986

SPIRIT WINTER ADVERTISING PROGRAM

The Division of Tourism will be running three print advertising programs this winter as part of the "Spirit of Massachusetts" campaign. Print insertion dates are subject to change. When planning tie-in advertising, please check schedules with each publication. All schedules refer to issue dates.

"SKI EASY" PROGRAM

The Massachusetts "Ski Easy" program expands upon last year's "Two Runs For Your Money." Ski Easy brochures, which include 2-for-1 discount coupons, will be distributed at Ski Market stores, Massachusetts Nissan dealers, and Massachusetts Turnpike toll booths and through the Division of Tourism. 45 ski areas are participating. B&W print ads begin January 4. Massachusetts Ski Easy will also be promoted in Nissan dealer TV ads running in Massachusetts during January and February. The Spirit ad budget is \$150,000.

Newspapers

Boston Globe

Calendar 1/8, 1/22
Travel 1/11, 1/25, 2/1, 2/8

Boston Herald

1/10, 1/24, 2/7
Ski Page 1/5, 1/19, 2/2
Travel 1/11, 1/25, 2/8

Boston Phoenix

TBD

Springfld Union News

1/9, 1/23, 2/6
Travel 1/11, 1/25, 2/8

Worcester Telegram

Ski Special 1/4
Ski Page 1/16, 1/23, 1/30, 2/6
Travel 2/1

Providence Journal

Ski Page 1/8, 1/15, 1/22, 1/29, 2/5
Travel 1/11, 1/8

Hartford Courant

Calendar 1/8, 1/15, 2/5
Ski Special 1/18, 1/22
Travel 1/11, 1/25

New Haven Register

Travel & Resort 1/4, 1/7, 1/11, 1/21,
1/25, 2/4, 2/8

Albany Times Union

Ski Page 1/8, 1/22, 2/5
Travel 1/11, 1/25, 2/8
Weekend 1/9, 1/23, 2/6

Long Island Newsday

Ski Pages 1/8, 1/15, 1/29
2/6

New York Times

West/Conn 1/4, 1/11
1/25, 2/1

Schenectady Gazette

Ski Page 1/9, 1/16
1/23, 1/30, 2/6

Troy Times Union

Ski Page 1/8, 1/15
1/22, 1/29, 2/5

Westchester/Rockland

Ski special 1/11
Travel 1/4, 1/18,
1/25, 2/1

Bergen Record

Brochure 1/11

WEEKEND SPIRIT PACKAGES

This winter's edition of the Spirit Weekend Packages booklet offers 250 lodging packages from November through April and features special 2-for-1 (2 nights for the price of 1) at Boston-area hotels. B&W and 4-color ads will run in newspapers and magazines, November-March. Total ad budget is \$188,000.

Newspaper Sunday supplements

Boston Globe	11/16, 12/7, 12/28, 2/1
Boston Herald	11/16, 12/7, 12/28, 2/1
Long Island Newsday	12/7, 12/29, 1/11
New York Times	11/16, 12/7, 12/28
Sophisticated Travel	3/15
Providence Journal	11/16, 12/7, 12/28, 2/1

Magazines-monthlies

Boston Magazine	November, December
Delta Sky	December, January
Dial	December
Eastern Review	December
New England Monthly	November, December
Signature	December, January
Yankee	December, January, February

Magazines-other

Family Circle	1/20, 2/10
New Yorker	11/17, 12/1, 12/22, 1/12
TV Guide	11/15, 12/13, 1/3, 2/7

"SHARE THE COMMON WEALTH" PROGRAM

The new "Share the Common Wealth" promotion, a cultural tourism program, is a collaborative effort of the Division of Tourism, the Massachusetts Cultural Alliance, WNEV-TV and the Polaroid Corporation. A Massachusetts Cultural Coupon Book offers more than \$200 in discounts to 34 of the state's leading cultural institutions, and an accompanying 4-color poster describes the institutions and includes a map. B&W newspaper ads run in November; the 1987 ad schedule has not yet been finalized. Total ad budget will be \$120,000.

Newspapers

Boston Globe-Sunday/Arts	11/16	January/February
Calendar	11/20	schedules to be
Springfield Union/News/Republican		determined
Leisure Time	11/16	
Weekender	11/20, 11/21	
Worcester Telegram & Gazette		
Sunday/Entertainment	11/16	
Life	11/21	
Hartford Courant-Sunday Arts	11/16	
Calendar	11/20	
Providence Journal-Sunday Arts/		
Travel/Leisure	11/16	
Weekend	11/21	

The MASSACHUSETTS SPIRIT M E S S E N G E R

GOVERNMENT DOCUMENTS
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OCT 9 1987

University of Massachusetts
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No. 7, December 1986 (revised)

BAROMETER REPORTS STRONG FALL SEASON THROUGHOUT MASSACHUSETTS
The Massachusetts Travel Barometer shows fall travel registered a significant increase over 1985. September was a particularly strong growth month for the lodging industry: Boston occupancy rates rose 15%; statewide, the increase was a healthy 8%. In October, Boston's hotel occupancy rate topped 90%. The visitor traffic index rose 8% with highway information centers showing the highest percentage increase of 24%. National and state parks recorded big jumps (18% & 16%), as did Logan Airport (16%). Although attendance at many museums and attractions went up, this index registered an overall decline of 10.4%, due in part to special "blockbuster" exhibitions held at Boston's Museum of Fine Arts and Science Museum in the fall of 1985. Nantucket and Martha's Vineyard shared in the healthy fall season -- ferry traffic to and from the islands registered a 9.5% increase.

MASSACHUSETTS TRAVEL BAROMETER: FALL 1986

Visitors at	Fall 1986	Fall 1985	% Change
Sample Locations (September - November)	6,946,565	6,456,598	+ 7.6%
Museums and Attractions	1,961,988	2,189,258	-10.4%
National Parks	667,555	563,761	+18.4%
State Parks & Forests	180,834	155,993	+15.9%
Logan Airport (September, October)	3,936,970	3,387,018	+16.2%
Information Centers	199,218	160,568	+24.0%
Auto Traffic Indicators (September - November)	7,453,218	6,894,228	+ 8.1%
Inbound Turnpike Traffic	2,296,523	2,108,909	+ 8.9%
Tobin Bridge Traffic	2,320,701	2,061,464	+12.6%
Route 2 Traffic (Athol)*	792,883	710,535	+11.6%
Route I91 Traffic (Deerfield)*	2,043,111	2,013,320	+ 1.5%

*Based on average daily traffic counts

Island Ferry Passengers (September - November)	483,131	441,346	+ 9.5%
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Statewide Hotel/Motel Occupancy Rates

Sept. '86:	83.3%	Sept. '85:	77.1%	(+8.0%)
Oct. '86:	89.0%	Oct. '85:	87.2%	(+2.0%)

Statewide Sales per Occupied Hotel/Motel Room

Sept. '86:	\$131.85	Sept. '85:	\$127.77	(+3.1%)
Oct. '86:	\$143.71	Oct. '85:	\$138.86	(+3.5%)

Boston Hotel/Motel Occupancy Rates

Sept. '86:	86.8%	Sept. '85:	75.2%	(+15.4%)
Oct. '86:	90.9%	Oct. '85:	89.2%	(+ 1.9%)

Boston Sales per Occupied Hotel/Motel Room

Sept. '86:	\$149.44	Sept. '85:	\$144.51	(+3.3%)
Oct. '86:	\$161.11	Oct. '85:	\$154.94	(+3.9%)

Vistitors to Massachusetts Attractions (September - November)

Organization	Fall '86	Fall '85	% Change
Museum of Fine Arts (Boston)	174,854	446,437	-60.8%*
John Hancock Observatory	83,203	71,120	+17.0%
Science Museum (Boston)	322,208	444,122	-27.5%*
New England Aquarium	229,452	214,010	+7.2%
Kennedy Library Museum	65,006	66,904	-2.8%
U.S.S. Constitution	196,284	145,060	+35.3%
Harvard Museums (Cambridge)	52,331	24,660	+112.2%*
House of Seven Gables (Salem)	46,880	40,195	+16.6%
Smith Art Museum (Spfl)	8,161	8,236	-0.9%
Ct. Valley History Museum	5,119	4,854	+5.5%
Springfield Science Museum	14,592	16,796	-13.1%
Spfld. Museum of Fine Arts	8,308	9,673	-14.1%
Basketball Hall of Fame (Spfl)	19,817	18,610	+6.5%
Higgins Armory Museum (Worc)	3,635	6,407	-43.3%
Old Sturbridge Village	177,766	159,363	+11.6%
Battleship Cove (Fall River)	26,246	27,952	-6.1%
Clark Museum (Williamstown)	30,529	27,199	+12.2%
Rockwell Museum (Stockbridge)	37,277	33,595	+11.0%
Berkshire Museum (Pittsfield)	24,162	18,431	+31.1%
Hancock Shaker Village	21,164	17,303	+22.3%
Berkshire RR	4,447	3,452	+28.8%
Plimoth Plantation	125,571	111,685	+12.4%
Mayflower II (Plymouth)	124,609	116,940	+6.6%
Heritage Plantation (Sandwich)	22,737	23,577	-3.6%
Edaville RR (S. Carver)	53,250	34,927	+52.5%
Cape Cod RR	24,648	16,846	+46.3%

*See analysis on front page; **Fogg Museum closed 9/85

The Massachusetts Travel Barometer is a seasonal sampling of attendance and traffic data from selected travel industry sources statewide. Data are compiled by the Massachusetts Division of Tourism. Sources include: Laventhol and Horwath for hotel statistics, Massachusetts Turnpike Authority for turnpike traffic, Massport for Tobin Bridge and Logan Airport traffic, and the Massachusetts Department of Public Works for Route 2 and I91 traffic. For more information, contact Dan Yaeger at (617) 727-3493

The MASSACHUSETTS SPIRIT MESSENGER

GOVERNMENT DOCUMENTS
COLLECTION

OCT 9 1987

University of Massachusetts
Depository Copy

No. 8, February 1987

SPIRIT SPRING/SUMMER ADVERTISING PROGRAM

The Spirit of Massachusetts' \$2.9 million, spring/summer tourism advertising program kicks off in late March with a combination of television, newspaper, and consumer magazine advertisements. The new ad program marks the fourth year of the Commonwealth's year-round, travel promotion campaign.

Although the primary market area continues to be within a 500-mile radius of the state, Spirit advertisements will also appear in Los Angeles for the second successive year.

TV spots will run in 7 markets for a total of 8 weeks. A mix of black-and-white and 4-color print ads will run in 22 newspaper Sunday supplements, regional magazines, and zoned editions of national magazines.

The Spirit's three, 30-second television spots highlight the Bay State's cities, seashore, and countryside. The print buy features 3 ads: a "Postcard" ad, headlined, "When it comes to great vacations, one state holds all the cards"; a new "Great Value Getaway" ad; and a "Free Spirit" ad. The Postcard and Free Spirit ads offer consumers the Spirit of Massachusetts Vacation Kit. The Great Value ad offers the new Great Value Getaway Guide that features more than 300 lodging value packages.

All print ads carry toll-free numbers for consumer response. The Great Value and Free Spirit ads also include mail-in coupons. The Travel Industry of America's "Discover America" symbol will appear on most print ads in support of TIA's national domestic marketing program.

The Vacation Kit consists of the Spirit of Massachusetts Traveler, the Spring/Summer Calendar, and three, 4-color postcards.

This ad schedule is subject to change. When planning tie-in advertising, please check schedules with each source. All print schedules refer to issue dates.

SPIRIT OF MASSACHUSETTS 1987 SPRING/SUMMER ADVERTISING BUY

<u>Television</u>	(schedule by week)				
	<u>Mar</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>
Boston		13,20	11,18	8,15	6,13
Springfield		13,20	11,18	8,15	6,13
Albany/Schenectady/ Troy		13,20	11,18	8,15	6,13
Providence		13,20	11,18	8,15	6,13
Philadelphia	23,30	20,27	18,25	15,22	
New York	23,30	20,27	18,25	15,22	
Los Angeles		27	4,11	1,8	
<u>Newspaper-Sunday supplements</u>		<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>
Boston Globe		19/D	10/A	14/B	
Boston Herald		26/D	17/A	21/B	
Los Angeles Times		19/A	10/A	14/B	5/B
New York Times		19/D	3/A,24/B	14/B	
Philadelphia Inquirer		19/C	3/A,24/B	14/B	
<u>Magazines-monthlies</u>		<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>
Better Homes & Gardens/ Travel East edition		A	A	B	
Boston Magazine			A	B	B
Ebony			E	E	
50+/Eastern edition		A	B	B	
Food & Wine/Eastern edition		A	C	C	
Ladies Home Journal/ Travel East edition			A	B	B
Los Angeles Magazine		D	A	B	B
New England Monthly		A	D	B	
Signature/Eastern edition		A	C	C	
Travel & Leisure/ California edition		D	A	B	B
Eastern edition		A	D	C	
Travel Holiday/N'East edition		A	B	B	
Yankee		A	B	C	
<u>Magazines-other</u>		<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>
New Yorker [wkly]/ Special Mass section		20/A	4/B 25/B	15/B	
TV Guide [wkly]/ 6 N'East metro markets		25/A	16/B	6/B	
Woman's Day [15 iss/yr]/ 4 N'East metro markets			26/A	16/B	
Yankee Travel Guide [annual]		A			

KEY

A= B&W "Free Spirit" ad
 B= B&W "Great Value Getaway" ad
 C= 4-color "Great Value Getaway" ad
 D= 4-color "Postcard" ad
 E= B&W minority-targeted "Free Spirit" ad

The MASSACHUSETTS SPIRIT MESSENGER

GOVERNMENT DOCUMENTS
COLLECTION

OCT 9 1987

University of Massachusetts
Depository Copy

No. 9, March 1987

WINTER TRAVEL BAROMETER REPORTS BOOM IN SKI BUSINESS AND CONTINUED STRONG GROWTH IN LODGING INDUSTRY

This was a record season for the Massachusetts ski industry. Abundant snowfall early in the season and the success of the Spirit "Ski Easy" program resulted in a 30% increase in business, according to the Massachusetts Ski Areas Association. Snowfall across the state averaged 49 inches, December through February, compared with just 18 inches last winter. The Ski Easy program, which offered 2-for-1 weekday discounts on lift tickets, trail passes, and lessons, had its best season ever. As of mid-March, 9,500 Ski Easy coupons had been redeemed. The promotion was a collaboration of the Division of Tourism, the Massachusetts Ski Areas Association, Ski Market, and Massachusetts Nissan Dealers.

Lodging occupancy rates showed strong growth in December, then eased slightly in January. Statewide rates were up 7.3% in December and 4.5% in January compared to the same months last year. Boston and Cambridge occupancy rates jumped 9% in December and increased 2.5% in January.

The overall visitor index showed a moderate gain of 3.1%. Use of the Division of Tourism's tourist information centers surged 24.7%. Museum and attraction attendance was down 5%, due in part to the effect in 1985 of the blockbuster "Renoir" exhibit at Boston's Museum of Fine Arts. Discounting Renoir, the museum and attraction indicator actually rose 9.1%. The bitter cold and heavy snowfalls took their toll on state and national parks, both down 4%, but did not deter beach-goers who, apparently, are a hardy lot. Beach use rose 18.6%! Beach area supervisors attribute the increase to use of the beaches for cross-country skiing and other types of recreation.

Auto traffic made sizeable gains over last winter, recording an overall increase of 7.6%. Auto traffic was heavy in western Massachusetts in December with traffic on roads to the ski areas, Route 2 and northbound on Interstate 91, both increasing almost 15% over 1985.

Cape Cod and the islands benefited this winter despite the harsh weather. Use of the Cape Cod National Seashore was up

26%, and the Steamship Authority ferry traffic increased 11% for the 3 months. Air traffic figures were mixed: Barnstable Airport soared 41%, while passenger counts at Nantucket Airport slumped 32%.

MASSACHUSETTS TRAVEL BAROMETER: WINTER 1986/87

Visitors at Sample Locations (December - February)	Winter 1987 <u>5,545,605</u>	Winter 1986 <u>5,377,586</u>	% Change <u>+ 3.1%</u>
Museums and Attractions	1,410,737	1,484,415	- 5.0%
National Parks	277,964	289,885	- 4.1%
State Parks & Forests	21,622	22,533	- 4.0%
Airport Passengers:			
Logan Airport*	3,217,252	3,059,421	+ 5.2%
Barnstable Airport	54,759	38,892	+40.8%
Nantucket Airport*	20,402	29,912	-31.8%
Information Centers	130,020	104,293	+24.7%
Beach Visitors	412,849	348,235	+18.6%

Auto Traffic Indicators (December - February)	4,229,641	3,932,064	+ 7.6%
Inbound Turnpike Traffic*	1,183,574	1,147,884	+ 3.1%
Tobin Bridge Traffic	2,085,160	1,945,258	+ 7.2%
Route 2 Traffic (Athol)**	228,532	199,237	+14.7%
Route I91 Traffic (Deerfield)**	732,375	639,685	+14.5%

Island Ferry Passengers	186,823	168,270	+11.0%
Steamship Authority (December - February)			

Statewide Hotel/Motel Occupancy Rates

Dec. '86: 50.0%	Dec. '85: 46.6%	(+7.3%)
Jan. '87: 53.0%	Jan. '86: 50.7%	(+4.5%)

Statewide Sales Per Occupied Hotel/Motel Room

Dec. '86: \$150.17	Dec. '85: \$145.67	(+3.1%)
Jan. '87: \$127.04	Jan. '86: \$125.39	(+1.3%)

Boston/Cambridge Hotel/Motel Occupancy Rates

Dec. '86: 50.7%	Dec. '85: 46.5%	(+9.0%)
Jan. '87: 54.2%	Jan. '86: 52.9%	(+2.5%)

Boston/Cambridge Sales per Occupied Hotel/Motel Room

Dec. '86: \$161.61	Dec. '85: \$167.71	(-3.6%)
Jan. '87: \$133.43	Jan. '86: \$131.96	(+1.1%)

*December and January only

**December only, based on average daily traffic counts

Visitors to Massachusetts Attractions (December, 1986-February, 1987)

Attraction	Winter 1987	Winter 1986	% Change
Cape Cod Museum of Nat Hist (Brewster)	2,517	2,313	+ 8.8%
Sandwich Glass Museum (Sandwich)	2,546	1,264	+101.4%
Berkshire Museum (Pittsfield)	15,328	15,911	- 3.7%
Norman Rockwell Museum (Stockbridge)	9,914	8,981	+ 10.4%
Clark Art Museum (Williamstown)	11,159	11,530	- 3.2%
Battleship Cove (Fall River)	5,787	6,209	- 6.8%
New Bedford Whaling Museum	6,975	7,506	- 7.1%
Mus of Am Textile History (N. Andov.)	1,454	996	+ 46.0%
Peabody Museum (Salem)	15,689	15,839	- 0.9%
Hammond Castle (Gloucester)	4,780	3,642	+ 31.2%
House of Seven Gables (Salem)	7,605	8,957	- 15.1%
Historic Deerfield (Deerfield)	6,223	6,030	+ 3.2%
Springfield Museum of Fine Arts*	12,575	12,463	+ 0.9%
Basketball Hall of Fame (Springfield)	20,985	15,490	+ 35.5%
Springfield Science Museum	32,397	38,319	- 15.5%
Conn. Valley Hist Museum (Springfield)	5,600	4,318	+ 29.7%
G.W.V. Smith Art Museum (Springfield)*	8,824	14,517	- 39.2%
Mus of National Heritage (Lexington)	13,007	19,598	- 33.6%
MIT Museum (Cambridge)	55,050	47,750	+ 15.3%
Stone Zoo (Stoneham)	10,364	7,533	+ 37.6%
Harvard University Museums (Cambridge)	41,091	54,196	- 24.2%
Edaville Railroad (S. Carver)	105,930	107,538	- 1.5%
John Hancock Observatory (Boston)	46,884	39,705	+ 18.1%
New England Aquarium (Boston)	194,793	183,993	+ 5.9%
Museum of Fine Arts (Boston)	197,763	326,946	- 39.5%
John F. Kennedy Library (Boston)	29,437	30,010	- 1.9%
Old State House (Boston)	5,980	7,074	- 15.5%
U.S.S. Constitution (Boston)	45,657	40,387	+ 13.0%
Bunker Hill Pavillion (Boston)	5,449	6,155	- 11.5%
Science Museum (Boston)	238,450	194,731	+ 22.5%
Isabella S. Gardner Museum (Boston)	34,654	32,465	+ 6.7%
Prudential Center Skywalk (Boston)	6,771	4,837	+ 40.0%
Boston Tea Party Ship	7,970	8,344	- 4.5%
Institute of Contemporary Art (Boston)	11,472	6,906	+ 66.1%
Children's Museum (Boston)	98,435	102,088	- 3.6%
Paul Revere House (Boston)	11,349	9,751	+ 16.4%
Higgins Armory Museum (Worcester)	4,664	9,106	- 48.8%
Mechanics Hall (Worcester)	33,200	31,900	+ 4.1%
Old Sturbridge Village (Sturbridge)	30,931	26,692	+ 15.9%
New England Science Center (Worcester)	11,078	12,425	- 10.8%

*December and January only

The Massachusetts Travel Barometer is a seasonal sampling of attendance and traffic data from selected travel industry sources statewide. Data are compiled by the Massachusetts Division of Tourism. Sources include: Laventhol and Horwath, lodging statistics; Massachusetts Turnpike Authority, turnpike traffic; Massport, Tobin Bridge and Logan Airport traffic; Massachusetts Department of Public Works, Route 2 and I91 traffic; Massachusetts Ski Areas Association, ski traffic; University of Lowell, weather. For more information, contact Dan Yaeger at the Massachusetts Division of Tourism, 617-727-3493.



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GOVERNMENT DOCUMENTS
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OCT 9 1987

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No. 10, May 1987

NEW RESEARCH REPORT SHOWS ECONOMIC IMPACT OF MASSACHUSETTS' TOURISM AND TRAVEL IS WORTH \$11 BILLION

A new research study by the Massachusetts Division of Tourism shows the \$11 billion travel industry is a key element of the state's economy.

The report provides an economic picture of the Massachusetts travel industry, a profile of pleasure and business travelers, and data on consumer awareness of Massachusetts as a travel destination. Most of the findings are based on 1985 data. Travel in Massachusetts: Economic Impact and Visitor Profile is a compilation of studies by the United States Travel Data Center, Research Data, Inc., of Framingham, and Ingalls, Quinn & Johnson, the Division's advertising agency.

Key Findings:

- [] The travel and tourism industry is a major source of revenue for the Massachusetts' economy. In 1985, 22.6 million visitors spent \$6.2 billion for a total economic impact to the state of \$10.9 billion. Tourism generated \$719 million in federal, state, and local taxes and more than \$1.2 billion in salaries and wages to Massachusetts residents.
- [] Tourism in Massachusetts is growing at a much faster rate than the national growth rate. In a two-year period, from 1983 to 1985, economic impact grew 22%, compared to a 16% national growth.
- [] The Greater Boston area (Suffolk, Norfolk, and Middlesex counties) accounts for 66.5% of the state's tourism revenues, but all regions of the state derive substantial benefit from tourism.

Direct Travel Revenues by County, 1985

Suffolk	\$2,674,857,000	Bristol	\$ 147,309,000
Middlesex	\$ 875,233,000	Berkshire	\$ 101,940,000
Barnstable	\$ 632,492,000	Plymouth	\$ 89,323,000
Hampden	\$ 283,818,000	Nantucket	\$ 73,245,000
Essex	\$ 256,589,000	Dukes	\$ 40,612,000
Norfolk	\$ 211,650,000	Hampshire	\$ 38,879,000
Worcester	\$ 202,179,000	Franklin	\$ 24,727,000

Key Findings

- [] The state's thriving business climate has a positive effect on tourism. 12% of travelers combine business and pleasure.
- [] Short, getaway trips are the dominant form of travel. 70% of the trips have a duration of 3 or fewer nights but 44% of these travelers take 3 or more trips each year.
- [] Visitors encompass a broad demographic spectrum but are from higher income and education levels than the national average. 60% of visitors earn more than the national median household income of \$23,000, and 29% earn more than \$50,000 annually. 52% are college graduates.
- [] Foreign visitors spend twice as much per visit as domestic travelers (\$566/visit vs. \$262).
- [] Massachusetts travel advertising has a positive effect on consumer awareness. A pre- and post-awareness study of the 1986 Spirit advertising campaign showed consumer awareness increased 13 percentage points, from 46% to 59%.
- [] A high percentage of consumers who respond to Spirit advertisements actually visit Massachusetts. In 1986, 57% of non-Massachusetts residents who requested Spirit of Massachusetts travel publications from print or tv ads came to the state.

For a complete copy of Travel in Massachusetts: Economic Impact and Visitor Profile, write to Dan Yaeger, Massachusetts Division of Tourism, 100 Cambridge Street, Boston, MA 02202.

The MASSACHUSETTS SPIRIT M E S S E N G E R

GOVERNMENT DOCUMENTS
COLLECTION

OCT 9 1987

University of Massachusetts
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No. 11, July 1987

SPIRIT BUDGET UP 7.8%

Governor Michael Dukakis has signed a new \$10.2 million budget for the Division of Tourism. The budget represents an increase of \$739,000, or 7.8%, from last year. For the first time, international marketing was specifically identified as a budget line item, and \$650,000 was allocated. (The Division spent \$500,000 on overseas promotion in fiscal year 1987.) The 1038 matching grant program was level funded. Key legislative support for the tourism budget came from Representative Richard Voke, chair of House Ways and Means, Senator Patricia McGovern, chair of Senate Ways and Means, Senator Lois Pines, chair of Senate Commerce and Labor, and Representative Marilyn Travinski, co-chair of the Special Legislative Commission on Tourism.

Massachusetts Tourism Budget	\$\$ FY 1988	\$\$ FY 1987
Promotion budget	7,150,000	7,071,567
International marketing	650,000	--
1038 matching grants	2,228,524	2,228,524
Information centers	145,448	134,881
Total Tourism budget	\$10,173,972	9,434,972

The fiercely competitive travel marketplace also spurred several of the nation's top tourism states to increase their promotion budgets. New York's budget went up 14% to \$20.8 million, making it number one in state promotion expenditures. Hawaii jumped 48% to \$15.6 million and Pennsylvania upped its budget 13% to \$13.6 million. The Bay State remains seventh in spending by state travel offices.

Any increases in spending by individual New England states mean increased exposure for the entire region, so the new budgets of the six states are particularly good news. Overall, spending by New England states will increase 20% this fiscal year for a regional total of \$19.8 million. Maine registered the largest percentage increase of 40%.

New England States

State	Budget	% Change
Massachusetts	\$10,173,972	+ 7.8
Connecticut	\$ 2,250,000	+33.3
Maine	\$ 2,000,000	+39.5
New Hampshire	\$ 1,895,056	+ .04
Vermont	\$ 1,745,800	+ 7.74
Rhode Island	\$ 1,700,000	+22.76

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[2]

RESEARCH REPORT GENERATES STRONG PRESS COVERAGE

The Division's new economic research report made front-page headlines across the state when it was published during National Tourism Week in May. "Tourism means billions for state," "Tourism: \$11b to state," and "Tourism brings in big bucks" were typical headlines of stories in Massachusetts daily newspapers. The story was also picked up by many radio stations and went out on The AP and UPI wires.

WBZ-TV also used statistics from the report for its extensive coverage of the tourism industry on its May 25 "Live on 4" and "Eye Witness News" programs.

Key Research Findings -- 1985 Economic Impact

- * 22.6 million visitors spent \$6.2 billion for a total economic impact of \$10.9 billion
 - * Travel and tourism generated \$719 million in taxes
 - * Tourism revenues grew 22% from 1983-85, compared to a national increase of 16%
 - * Short, getaway trips are the dominant form of travel in Massachusetts
- For a complete copy of the report, call the Division at 617-727-3201.

AGENCY REVIEW

A review of agencies for the Division of Tourism's advertising and public relations accounts is now under way. The review, which will include the Division's current agency, Ingalls, Quinn & Johnson, reflects a decision by Secretary of Economic Affairs Alviani to place all of the marketing for the state's economic development programs under one agency roof. Whatever agency is appointed to market Massachusetts tourism, the "Spirit of Massachusetts is the Spirit of America" theme will be retained as a cornerstone of the campaign.

This is the first agency review since the Spirit of Massachusetts campaign began in 1984. A decision will be announced in September. In the future, the advertising account will be reviewed every three years.

TWA LONDON-BOSTON PASSENGER LOADS JUMP

New England's British TV ads have produced a sharp rise in the number of passengers on TWA's London-Boston route. John Cooper, TWA's director of international marketing, says passenger loads from Heathrow to Logan have grown 11% more than the increases at TWA's other U.S. gateways. Cooper attributes the increase directly to New England's innovative television campaign which aired on London stations in May and June. British Airways and Northwest are also reporting increased business on their London-Boston routes, according to the U.K.'s Travel Trade Gazette. In fact, Boston has the highest load factor of all of BA's U.S. gateways.

The ad campaign, which was a collaborative venture of the six New England states, TWA, and the United States Travel and Tourism Administration, was the first time that a U.S. region advertised on overseas television.

Meanwhile, Massachusetts' international public relations campaign continues its winning ways. In the last 12 months, New England-USA and the Division of Tourism have hosted 23 press trips and 13 travel trade familiarization trips serving a total of 304 travel professionals. Following on the heels of the BBC's "Holiday" program, Thames Television will be filming in Boston and New Hampshire during the peak of the upcoming fall foliage season for a travel program that will be seen by 12 million Britains.

TREND WATCH

Nationally, summer travel will increase 4% over last year, according to the United States Travel Data Center's National Travel Survey. The USTDC predicts

[3]

that, overall, ocean beach areas will be the most popular destinations, small towns and rural areas will register slight increases, and cities will not fare as well as last summer. Since the Spirit campaign began in 1984, Massachusetts tourism has consistently grown 2-4 percentage points more than the national growth rate. If travelers to the Bay State are typical of American summer vacationers, the Massachusetts summer travel season will peak in August. USTDC data show August accounts for 38% of all summer travel nationwide, June, 29%, and July, 33%.

In other positive news, Travel Industry Indicators reports that Massachusetts' primary market areas, New England and the Mid-Atlantic states, show strong gains in disposable income, a key factor in determining consumers' travel spending habits. The newsletter reports that June data from the U.S. Department of Commerce shows New England had the largest gain (6.3%) in per capita disposable income compared to last year, followed by the Mid-Atlantic states (5.6%).

RUST APPOINTED TO CONGRESSIONAL CAUCUS; NOMINATED FOR TIA HONOR

Director of Tourism Richard Rust has been appointed to the Advisory Board of the U.S. Congressional Travel and Tourism Caucus. The appointment recognizes Rust's leadership role in the travel industry. The board's purpose is to keep members of Congress informed of current issues in the tourism industry and to alert Caucus members to industry concerns that require legislative action. Rust is also one of three nominated to be Travel Industry Association of America's State Travel Director of 1987. The final choice will be announced at TIA's Travel Industry National Conference in Reno in October. Rust continues to serve on the TIA board and as the public sector co-chair of TIA's "Discover America" program.

YAEGER HEADS UP NEW CVB

Dan Yaeger has been appointed executive director of the Northern Middlesex Convention and Visitors Bureau, the newest of the state's regional tourist councils. Yaeger brings to the position two-and-a-half years of experience at the Division of Tourism where he was responsible for research, budget management, contracts, and fulfillment programs. He will begin his new job on September 1. Although all of his colleagues at the Division of Tourism are sorry to see him leave, we wish him great success in his challenging new position. The Northern Middlesex Convention and Visitors Bureau is at 45 Palmer Street, Lowell, MA 01852, telephone, 617-454-5633.

"COMMON WEALTH" ADDS NEW CULTURAL PARTICIPANTS FOR YEAR TWO

Forty-three cultural institutions from across the state have signed on for the second year of the highly-successful "Share the Common Wealth" cultural tourism campaign. The program will be launched by the Division of Tourism and the Massachusetts Cultural Alliance in late fall. When the program began last year, it was the first time that the state's tourism and cultural industries had joined forces to promote cultural attractions. In addition to the Division and the Cultural Alliance, the 1986/87 program was sponsored by the Polaroid Corporation and WNEV-TV, Channel 7, Boston.

A cultural coupon book, which offers discounts at museums, nature and science centers, historical attractions, and theatres, will remain the foundation of the campaign. Each discount coupon provides a brief description of the organization and information on travel directions and operating hours. The book will be valid from November, 1987, to November, 1988.

SKI EASY CONTINUES

This coming winter's Ski Easy campaign will continue to offer the popular 2-for-1 weekday discount program that proved so successful in the 1986/87 winter season. Many of the state's ski operators will also be participating in Ski America's "National Learn to Ski Program" which provides special ski lesson packages and incentives for beginners.

Last winter, 11,725 Ski Easy coupons, worth \$170,000, were redeemed, the highest number of redemptions since the Spirit ski program began in 1984. Ski operators and Tourism staff attribute the program's success to the abundant snowfall, the simplicity of Ski Easy's fulfillment procedures, and the collaborative efforts of all the Ski Easy partners: the Division, the Massachusetts Ski Areas Association, the 28 participating ski areas, Ski Market, Massachusetts Nissan Dealers, and the Massachusetts Turnpike Authority. Wachusett Mountain was the most popular destination for Ski Easy participants, followed by Butternut Basin and Jiminy Peak.

NEW SPIRIT TRADE CAMPAIGN BREAKS IN OCTOBER

A new print advertising campaign targeted at group tour operators will kick off in October. A double-truck ad, "Play Massachusetts and Win," will appear in key group tour publications from October, 1987 through spring 1988. Publications include Courier, Destinations, The Motor Coach Marketer, and Bus Tours Magazine. The campaign capitalizes on the Division's award-winning Group Tour Manual and Trivia Game. The new ad features an illustrated board game in the shape of the Bay State. The game provides tour operators with information about each region, and the accompanying text demonstrates to operators that "everyone wins when you book tours in Massachusetts."

In other trade news, a 1988 supplement to the Group Tour Manual will be available this September. The supplement will include new lodging and restaurant listings and other updated information. It will be mailed to all group tour operators who now use the manual. Also new is a listing of "behind-the-scenes" tour opportunities ranging from the Yankee Candle Company in Deerfield to Boston's Symphony Hall.

For more information about group tour publications and services, contact Nellie Khoury, the Division's group tour manager, at 617-727-3232.

PROGRAM UPDATE

Here's a quick look at upcoming Spirit programs and publications. The Spirit Fall Calendar of Events and a pull-out Fall Foliage Guide are now in production and are scheduled for delivery August 1. The Fall Foliage Hotline, which is operated in collaboration with the Department of Environmental Management, will begin in late September (in Massachusetts, 1-800-632-8038; in all other northeast states, 1-800-343-9072). The Spirit Getaway Lodging Guide will become an annual publication beginning with the next issue, out October 1.

DEADLINES

Spirit Winter Calendar: Information must be received by August 21. Send listings to Lauren Hackett at the Division of Tourism.

Massachusetts Travel Barometer: Organizations that supply data for the Barometer will be receiving input forms from the Division in late August. The Spring/Summer Barometer, which samples attendance and traffic data from March through August, will be published in mid-September in conjunction with the traditional end-of-summer press conference.





GOVERNMENT DOCUMENTS
CLIP

DEC 14 1987

The MASSACHUSETTS SPIRIT MESSENGER

Library of Massachusetts
Depository Copy

No. 14, December 11, 1987

MASSACHUSETTS DIVISION OF TOURISM ANNOUNCES WINTER AND SPRING ADVERTISING PROGRAMS

In the upcoming months, the Division of Tourism will be launching three new "Spirit of Massachusetts" advertising campaigns created by Hill, Holliday: "Ski Easy" and the Great Value Getaway Guide in January and a major new spring/summer campaign in April. Listed below are complete schedules for all three media buys.

Note: Print insertions are subject to change. When planning tie-in advertising, please check schedules with each publication. All schedules refer to issue dates. National magazines marked "regional" indicate eastern or northeastern editions.

GREAT VALUE GETAWAY GUIDE

The media buy for the Great Value Getaway Guide is aimed at three age groups that have household incomes over \$25,000, are college educated, and travel frequently on getaway trips and extended vacations. Three specific age and lifestyle groups are being targeted: "Young and Active," adults 25-34; "Family Life," adults 35-44 with children; and "Free at Last," adults 45-64 with grown-up children or no children. The 1/3-page, 4-color, print ads will run in January, February, and March to reach February-April travelers and to build traffic for May, traditionally a peak season for getaway travel. The campaign will reach 55-75% of the target audience with 1-2 exposures. Total media buy is \$167,000.

In addition, a new direct mail campaign will be directed at 60,000 potential repeat travelers who requested last year's edition. They will each receive the new guide and an invitation to call, toll-free, and receive money-saving coupons for the "Ski Easy" and "Share the Common Wealth" programs.

GETAWAY BUY

Magazines-monthlies

Boston Magazine	January
Yankee Magazine	February
Food & Wine (regional)	February
Travel & Leisure (regional)	February
New England Monthly	February
Philadelphia Magazine	February
New Jersey Monthly	February
Reader's Digest (eastern) B&W	March
Ladies Home Journal (regional)	March

[2]

GETAWAY BUY

Magazines-other

TV Guide (eastern)	1/25
Time (regional)	1/25
Sports Illustrated (regional)	2/15

Newspaper Sunday supplements

Boston Globe Magazine	1/18
Philadelphia Inquirer/ Sunday Magazine	2/22
New York Times/ Sunday Magazine	3/8

MASSACHUSETTS' "SKI EASY" PROGRAM

For the first time, this year's Ski Easy media buy is targeted at college students as well as the traditional 25-44 year-old adult skier. Black-and-white newspaper ads, headlined, "Going Downhill? Here's Something To Give You a Lift," will run in 14 daily newspapers (sports and general news sections) and 10 college publications in Massachusetts, Rhode Island, New York, and Connecticut. Total ad budget is \$123,000.

This year 17 downhill and 10 cross-country ski areas are participating in the 2-for-1 weekday discount program.

Out-of-state ads include a Ski Easy 2-for-1 coupon which skiers complete and take directly to a participating ski area. In-state ads send skiers to Massachusetts Dodge Dealers, Ski Market stores, and Massachusetts Turnpike tollbooths to pick up a Ski Easy brochure and 2-for-1 coupon. Ads are 3 columns x 10".

Newspaper ads begin running January 7 and continue through early March. The advertising schedule can be modified if the weather dictates.

The New England Dodge Dealers Association, a new partner in the program, will also include the Ski Easy promotion in its \$75,000 radio ad buy.

In addition to the advertising program, 5,000 Ski Easy brochures with coupons will be mailed to out-of-state skiers who participated in last year's program.

SKI BUY

<u>Newspapers</u>	<u>January</u>	<u>February</u>	<u>March</u>
Massachusetts			
Boston Globe	8,10,22,24	5	
Boston Herald	7,10,21,24	4	
Worcester Telegram & Gazette	7,10,21,24	7	
Springfield Union-News	7,10,21,24	4,25	
Greenfield Recorder	9,23	6,27	5
Berkshire Eagle	10,23	6,27	5

SKI BUY

<u>Newspapers</u>	<u>January</u>	<u>February</u>	<u>March</u>
Out-of-state			
Providence Journal-Bulletin	7,10,22,24	4	
Hartford Courant	8,10,22,24	5,26	4
Albany Times-Union	7,10,21,24	4,25	3
Schenectady Gazette	8,22	5,26	4
Troy Times	7,21	4,25	3
New Haven Register	7,10,21,24	4,25	3
New York Times (Connecticut & Westchester sections)	10,17,24	7,28	6
Rockland Journal News	10,17,24	7,28	6

College Newspapers

	<u>January</u>	<u>February</u>
Massachusetts		
Boston University	14,21	4
UMass, Amherst	28	4,11
MIT	13,20	5
Boston College	18,25	1
Northeastern	13,20	3

Out-of-state

University of Connecticut	28	4,11
Yale	21,28	14
SUNY, Albany	29	5,12
Brown	28	4,11
University of Rhode Island	21,28	4

SPRING/SUMMER CAMPAIGN

The \$2+ million spring/summer media buy targets the same three age/lifestyle groups as the Great Value Getaway program. The advertising schedule includes broad-based media that cover all three groups and targeted media for each market segment. Adults 65+ will be reached through general advertising as they tend to be heavy media consumers.

On an average 4-week basis, the campaign will reach up to 65 percent of the potential travelers in Massachusetts' prime market areas from 3-5 times.

Print is the primary medium. It is heavily used by all three market segments. Television will be used in the first three weeks of the campaign to rapidly build awareness.

Television consists of new 30-second spots. Print ads consist of a mix of high-impact, full-page, 4-color, with 4-color post card; full-page, 4 color; and half-page, 4-color. Ads will be customized for each market segment.

As in previous years, all ads are direct response and will include a toll-free phone number for the Spirit of Massachusetts Vacation Kit. Print ads also include a coupon.

The advertising campaign begins in April and runs through Labor Day.

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SPRING/SUMMER BUY
Television

Network feeds: Albany, Boston, Hartford/New Haven, New Hampshire, Portland, Providence, Springfield, and Vermont. Spot buys: New York (NYC, Long Island, Fairfield County, Westchester County, and northern New Jersey) and Philadelphia (includes southern New Jersey and part of Delaware).

TV schedule: weeks of April 4, 11 & 18. 164 GRPs per week.

<u>Print</u>	<u>April</u>	<u>May</u>	<u>June</u>
KEY:			
PC=Full Page, 4-color, w/post card			
P=Full Page, 4-color			
H=Half Page, 4-color			
National Travel Magazines			
Conde Nast Traveler	PC	P	P
National Geographic Traveler	PC ... (quarterly)		
Travel & Leisure (Eastern)		P	
Travel & Leisure (National)	PC		P
Gourmet	PC	P	
Newspaper Sunday Supplements			
Boston Globe	3/28 & 4/18 H	5/16 H	
New York Times	4/4 H	5/2 H	5/23 H
Philadelphia Inquirer	4/4 H	4/25 H	5/23 H
City Magazines			
Philadelphia Magazine	PC	P	
New Jersey Monthly	PC		P
Magazines: All Target Groups			
Newsweek (regional)	4/11 P	5/9 H	6/6 H
Reader's Digest (regional)	PC		P
TV Guide (regional)	4/4 P	5/2 & 5/23 P	
Magazines: "Young & Active"			
Ebony (regional)		H	H
Essence (regional)	H	H	
Sports Illustrated (regional)	4/4 P	5/2 & 5/16 H	
Magazines: "Family Life"			
New England Monthly		PC	P
Better Homes & Gardens (reg'nl)	PC	P	
Ladies Home Journal (regional)	PC	P	
Country Living (regional)	PC		P
Magazines: "Free at Last"			
50 Plus (regional)	P	H	
New Yorker (regional)	4/11 PC	5/16 P	6/6 P
Yankee		PC	P
Yankee Guide to New England	PC ... (annual)		



The spirit of Massachusetts is the spirit of America.

The MASSACHUSETTS SPIRIT MESSENGER

No. 15, December 1987

Massachusetts Travel Barometer -- Fall 1987

FALL TRAVEL SEASON SHOWS MODEST GROWTH

Fall travel grew at a modest rate with overall attendance at attractions registering a 4.5% increase over 1986 and traffic counts up 2.7%. The summer's boom in international visitors continued into the fall with international arrivals and departures at Logan Airport jumping 39%. Domestic airline traffic dipped 2%.

Hotel sales per occupied room rose as much as 9.6%, but occupancy rates were relatively flat.

For the fifth consecutive season, the number of travelers using the services of the Massachusetts Information Centers rose dramatically. This season's increase over 1986 was 25%.

Overall, there was more rain and snow this season than normal. An early October snowstorm in the western part of the state curtailed foliage travel for several days.

MASSACHUSETTS TRAVEL BAROMETER FALL 1987

	<u>FALL 1987</u>	<u>FALL 1986</u>	<u>% CHANGE</u>
ATTENDANCE			
(Sept.-Nov.)	6,493,385	6,214,868	+ 4.5%
Attractions	4,100,151	3,919,742	+ 4.6
Beaches	1,482,158	1,285,943	+15.2
National Parks	513,253	667,613	-23.1
State Parks	92,652	97,585	- 5.1
Info Centers	305,224	243,985	+25.1
ALL TRAFFIC			
(Sept.-Oct.)	14,210,583	13,840,445	+ 2.7%
Air	4,107,945	4,067,190	+ 1.0
Logan-Dom.	3,492,756	3,563,002	- 2.0
Logan-Int'l.	482,073	346,968	+38.9
Nantucket	76,524	86,320	-11.3
Barnstable	56,592	70,900	-20.2
Highway	9,641,223	9,361,735	+ 3.0
Cape Bridges	4,373,151	4,254,445	+ 2.8
Mass Pike	1,690,569	1,579,799	+ 7.0
Tobin Bridge	1,611,167	1,593,791	+ 1.1
I-91	1,418,891	1,372,500	+ 3.4
Route 2	547,445	561,200	- 2.5

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Ferry	461,055	411,520	+12.0
Vineyard	365,281	326,305	+11.9
Nantucket	95,774	85,215	+12.3

LODGING	<u>OCT 87</u>	<u>OCT 86</u>	<u>CHANGE</u>	<u>SEP 87</u>	<u>SEP 86</u>	<u>CHANGE</u>
Occupancy Rates						
Statewide	87.9%	88.1%	-0.2%	86.7%	87.1%	-0.5%
Central Boston	90.5	92.3	-2.0	88.1	89.1	-1.1
Suburban Boston	85.3	84.3	+1.2	88.2	85.9	+2.7
Other Regions	87.3	85.6	+2.0	76.0	76.6	-0.8

Sales Per Occupied Room						
Statewide	\$148.80	\$135.77	+9.6%	\$150.30	\$139.42	+7.8%

<u>ATTENDANCE AT ATTRACTIONS</u>	<u>FALL 1987</u>	<u>FALL 1986</u>	<u>CHANGE</u>
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Greater Boston			
Museum of Science	365,105	322,208	+13.3%
Museum of Fine Arts	292,502	174,966	+67.2%
New England Aquarium	273,200	229,452	+19.1%
U.S.S. Constitution	230,559	196,284	+17.5%
Children's Museum	98,217	83,110	+18.2%
John Hancock Observatory	89,341	83,203	+ 7.3%
JFK Library & Museum	71,522	65,006	+10.0%
MIT Museums	55,000	54,000	+ 1.8%
Paul Revere House	53,765	58,591	- 8.2%
Harvard Art Museums	52,316	52,562	- 0.4%
Stone Zoo	45,475	50,253	- 9.5%
Prudential Skywalk	46,444	38,552	+20.4%
Isabella Stewart Gardner Museum	41,968	42,601	- 1.5%
Boston Tea Party	34,792	38,896	-10.5%
Old State House	22,122	22,695	- 2.5%
Bunker Hill Pavillion	21,650	26,031	-16.8%
Museum of Our National Heritage	15,051	20,363	-26.1%
Adams Historic Site	10,836	7,253	+49.4%
Institute of Contemporary Art	6,381	7,559	-15.6%
Museum of Transportation*	1,125	1,098	+ 2.5%

Northeast			
House of Seven Gables	46,571	46,880	- 0.6%
Peabody Museum	22,253	21,600	+ 3.0%
Hammond Castle	10,634	11,379	- 6.5%
Mus. of American Textile History	2,751	2,653	+ 3.7%

Plymouth			
Mayflower II	123,897	124,609	- 0.5%
Plimoth Plantation	112,900	125,571	- 2.1%
Edaville Railroad	45,785	53,230	-13.1%

Bristol County			
Battleship Cove	26,634	26,246	+ 1.5%
New Bedford Whaling Museum	15,489	14,481	+ 7.0%
Great Woods Performing Arts Ctr.	Closed for the season		

Cape Cod			
Pilgrim Monument	29,832	22,544	+32.3%
Cape Cod Railroad*	28,032	24,648	+13.7%
Sandwich Glass Museum	24,143	23,744	+ 1.7%
Heritage Plantation*	21,483	22,737	- 5.5%
Cape Cod Mus. of Natural History	8,634	6,621	+30.4%
Worcester			
Sturbridge Village	176,746	177,766	- 0.6%
Mechanics Hall	38,249	37,650	+ 1.6%
Whalon Park*	19,700	23,300	-15.4%
New England Science Center	13,842	14,647	- 5.5%
Higgins Armory Museum*	5,777	3,635	+59.0%
Fruitland Museum*	5,057	5,290	- 4.4%
Pioneer Valley			
The Big E (Sept. only)	993,417	1,006,581	- 6.9%
Riverside Park*	63,055	63,321	- 0.4%
Springfield Science Center	32,825	26,240	+25.1%
Historic Deerfield	30,415	33,421	+ 9.0%
Basketball Hall of Fame	24,834	19,817	+25.3%
Smith Art Museum	13,166	13,029	+ 1.1%
Springfield Museum of Fine Arts	11,876	14,100	-15.8%
Conn. Valley Historical Museum	5,541	4,854	+14.2%
Berkshires			
Norman Rockwell Museum	41,762	37,277	+12.0%
Sterling and Clark Art Institute	36,248	30,529	+18.7%
Berkshire Museum	25,867	24,162	+ 7.1%
Hancock Shaker Village*	18,281	21,813	-16.2%
Berkshire Railroad*	3,636	4,447	-18.2%
Tanglewood Music Festival	Closed for the season		
State and National Parks			
Minuteman National Park	277,825	363,245	-23.5%
Lowell National Park	161,822	235,915	-31.4%
Boston National Park	91,606	68,453	+33.8%
Nickerson State Park	35,544	32,547	+ 9.2%
Parker State Forest	16,611	13,118	+26.6%
Fall River Heritage Park	15,309	26,327	-41.8%
Georges Island	14,746	14,309	+ 3.0%
Standish State Park	10,442	11,284	- 7.5%
Beaches			
Cape Cod National Sea Shore	1,312,104	1,031,845	+27.2
Salisbury Beach	121,602	202,187	-39.8
Horseneck Beach	29,013	30,761	- 5.7
Crane's Beach	19,439	21,150	- 8.1

* Closed during part of the fall season.

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FALL WEATHER

	<u>1987</u>	<u>1986</u>
Rainfall	13.2 inches	10.1 inches
Snowfall	13.0 inches	10.0 inches
	<u>1987</u>	<u>1986</u>
	<u>SUNNY</u>	<u>SUNNY</u>
Total Days	48%	62%
Weekend Days	58%	68%
Weekdays	46%	60%
	<u>CLOUDY</u>	<u>CLOUDY</u>
	52%	38%
	42%	32%
	54%	40%

The Massachusetts Travel Barometer is a sampling of attendance, traffic, and lodging data from throughout the state. Barometer reports are compiled for the spring/summer, fall, and winter travel seasons. Sources include: Laventhol and Horwath for lodging statistics; Massachusetts Turnpike Authority; Massachusetts Port Authority for Tobin Bridge and Logan Airport; Department of Public Works for Route 2, I-91, and the Sagamore & Bourne bridges; and the University of Lowell for weather. For more information, contact Richard Hand at the Massachusetts Office of Travel and Tourism, 617-727-8836.



The spirit of Massachusetts is the spirit of America.

The MASSACHUSETTS SPIRIT MESSENGER

No. 16, January 1988

TOURISM OFFICE ELEVATED TO SUB-CABINET POSITION

Massachusetts's Office of Travel and Tourism has been created as a sub-cabinet-level office within the reorganized Executive Office of Economic Affairs. The change is a result of the elimination of the Department of Commerce and Development. The new office reflects the intent of Governor Michael Dukakis and Secretary Joseph Alviani to give tourism a greater voice in economic development activities.

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LATEST DATA SHOW MASSACHUSETTS \$11.9 BILLION TRAVEL IMPACT UP 7.8% IN 1986
23.5 million travelers spent \$6.7 billion in Massachusetts in 1986 for an overall economic impact of \$11.9 billion, according to the latest data from the United States Travel Data Center and the United States Travel and Tourism Administration. Overall, travel revenues increased 7.8% over 1985. Domestic revenues continued to grow at a faster rate than the national average, 7.3% compared to 6.1%. Spending by international travelers to the Bay State jumped 12%, a reflection of the strength of foreign currencies against the dollar and the stepped-up overseas marketing efforts by the Massachusetts travel industry.

1986 Report Highlights

TAX REVENUES Traveler spending generated 4.2% of all state tax revenues. Altogether, the state's travel business resulted in \$815 million in state, local, and federal taxes. Each travel dollar produced an average of 3.8 cents in state tax receipts and 1 cent in local taxes.

EMPLOYMENT During 1986, the state's travel industry employed 105,100 Massachusetts men and women, approximately 3.5% of the state's total employment. Wages and salaries paid by Massachusetts travel-related firms totalled \$1.5 billion.

MARKET SHARE Massachusetts has a 42.6% share of all of New England's travel revenues and a 2.3% national market share (1985 data).

Domestic and International Travel to Massachusetts, 1986

Source	Travel Revenues (Billions)	Economic Impact (Billions)	Change From 1985	Number of Travelers (Millions)	Change from 1985
Domestic	\$6.082	\$10.765	+ 7.3%	22.4	+ 3.7%
International	\$0.653	\$ 1.156	+12.0%	1.1	+12.1%
TOTAL	\$6.735b	\$11.921b	+ 7.8%	23.5m	+ 4.1%

[2]

Domestic Travel Revenues and Economic Impact by Region, 1986

Region (Counties)	Travel Revenues (Millions)	Economic Impact (Millions)	Change From 1985
Greater Boston (Suffolk, Middlesex, Norfolk)	\$4,135	\$7,319	+ 8.4%
North Shore (Essex)	\$ 298	\$ 527	+11.7%
Southeast (Barnstable, Bristol, Dukes, Nantucket & Plymouth)	\$1,039	\$1,839	+ 2.5%
West/Central (Berkshire, Franklin, Hampden, Hampshire & Worcester)	\$ 610	\$1,079	+ 6.9%

For a copy of Travel in Massachusetts: 1986 Economic Impact, contact Jim Brown at the Massachusetts Office of Travel and Tourism, 617-727-8836.

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WILSON HEADS UP GOVERNOR'S COUNCIL

Bill Wilson, executive director of the Berkshire Visitors Bureau, was elected chairman of the Governor's Advisory Council on Travel and Tourism at the council's December meeting. Co-chair is Carol Kelleher, executive director of the Pioneer Valley Convention and Visitors Bureau, and secretary is Dan Yaeger, executive director of the Northern Middlesex Convention and Visitors Bureau. Wilson's agenda includes a reappraisal of the organization's goals and objectives and the continuation of the cooperative, productive relationship with the Office of Travel and Tourism.

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RESEARCH HELPS REFINE SPRING CAMPAIGN

Pre-testing of new advertising creative with travel consumers has played a key role in the development of a new spring and summer campaign for the Massachusetts Office of Travel and Tourism. Individual interviews with 40 representative travelers from 4 target markets allowed Tourism's new agency, Hill, Holliday, to fine-tune the advertising program.

Tourism will also test the actual campaign's effectiveness with a pre- and post-wave tracking study, conducted by the USTDC. Telephone surveys before and after tv and print ads run will measure how much the campaign improved consumer awareness and attitudes about a Massachusetts vacation.

On-going research projects include:

- tracking tourist information requests by media and markets;
- contracting with the USTDC for economic and profile data on domestic travelers;
- contracting with the U.S. Travel & Tourism Administration for data on international visitors.

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MASSACHUSETTS RATES TOP SPOT

Massachusetts and Boston are top-ranked destinations for international visitors. The Bay State was the 8th most popular state for foreign visitors in 1986 and Boston was the 9th most popular city, according to the United States Travel and Tourism Administration. Also in 1986, the number of Japanese travelers to the U.S. jumped 17% from 1985; those from the U.K. increased almost 14%, according to the Nettleton Travel Research Center. Japan and the U.K. rank one and two, respectively, as the source of overseas travelers to the U.S.

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NTA SAYS BAY STATE IS BEST

Massachusetts was a big winner this year at the National Tour Association meeting in Baltimore. One of the association's prestigious group travel marketing awards was given to Jean Upton, the Sheraton Plymouth's director of tour and travel, for creating the "Plymouth, Massachusetts . . . Make Your Homebase America's Hometown" promotion. This program shows group tour operators how they can use Plymouth as a hub for Massachusetts tours. A brochure provides suggested itineraries to places such as Newburyport, Gloucester, Boston, Provincetown, and Martha's Vineyard. On a lighter note, the entire Massachusetts delegation was awarded "Best Destination Theme" for the NTA's Georgia Funny Run. Using Paul Revere and his horse, the group re-created the historical ride with a modern-day cry, "the tourists are coming, the tourists are coming!"

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TREND WATCH: NATIONAL GROWTH WILL SLOW

Travel experts predict a slowdown in the national growth rate for domestic travel this year. James V. Camissa, Jr., editor of Travel Industry Indicators, predicts travel will grow 4% this year, compared to 5-6% growth in the last few years, and that lodging occupancy rates will be flat. Camissa cites a decline in consumer confidence following last October's market plunge, forecasts by economists of only 2% growth in the GNP, and very low saving rates by consumers. On the international side, the United States Travel and Tourism Administration predicts the boom in overseas visitors will continue this year with inbound travel to the U.S. up 11% overall. Japanese travelers are expected to increase 22%; British, up 15%.

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LOWELL REINVESTS ROOM TAX REVENUES IN TRAVEL MARKETING

Lowell has become the first city in Massachusetts to enact the optional room tax at the maximum level of 4% and designate all of the funds for development of tourism and convention business. The recipient of the funds is the Northern Middlesex Convention and Visitors Bureau, the state's newest regional council. Executive director Dan Yaeger estimates the room tax measure, approved by the Lowell City Council in November, will generate \$204,000 in the first year.

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RADIO STATIONS GIVEAWAY GETAWAYS

Eight radio stations throughout the northeast are giving away Massachusetts getaway vacations this winter as part of a campaign to promote the Great Value Getaway Guide. Stations in Massachusetts, Connecticut, Rhode Island, New Hampshire, Vermont, New York, and Washington, D.C. are running contests on famous getaways from history. Three lucky winners from each station will receive lodging packages courtesy of Massachusetts properties listed in the Getaway Guide.

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REGIONAL NEWS NOTES

Hear ye! Boston visitors who are interested in U.S. constitutional history can pick up a new brochure, Taking a Constitutional, from the National Park visitor centers in Boston. The free publication provides a self-guided walking tour of Boston sites which have a special connection to the Bicentennial of the Constitution. It is published by the Massachusetts Bar Association and the Boston National Historical Park.

Plymouth County Development Council is now publishing What's new . . . in New England?, a quarterly newsletter for the group travel industry. For a complimentary subscription, contact Group Travel News, P.O. Box 1620, Pembroke, MA 02359. In other Plymouth news, 24 factory outlet stores recently opened at Cordage Park, a renovated, 19th-century mill complex and the former home of the world's largest rope manufacturer. Bus tours are welcome.

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Several regional tourist councils have plans to increase group tour business. North of Boston's new 20-page Group Tour Planner and Worcester's Meeting and Tour Planners' Guide, which includes all major attractions and events in the county, are now being distributed to tour planners.

On the Cape, the Cape Cod Chamber of Commerce is developing a new program to attract meetings and conventions. An ad campaign will break in the spring.

For island shoppers, the Martha's Vineyard Shopper's Notebook is in the early stages of development. The guide will list year-round and seasonal retailers.

The Nantucket Chamber of Commerce is planning a co-op advertising campaign with member partners in April and May in an effort to build the spring shoulder season. The chamber has joined New England-USA.

The Berkshire Visitors Bureau and American Express have teamed up with eight downhill ski areas to offer new skiers a ski lesson, equipment, and a lift ticket for just \$15. The "Berkshire Learn to Ski" brochure, which includes coupons good on weekdays from January through March, is being distributed through the bureau office.

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FYI

Ski condition reports are now just a free phone call away. For the first time, the Office of Travel and Tourism is providing weekday ski conditions as part of the Massachusetts Ski Easy program. Reports are updated daily, Monday-Friday. From Massachusetts, 1-800-632-8038; from all other northeast states, 1-800-343-9072. Callers may also request the Ski Easy brochure with 2-for-1 discount coupon and the Spirit Winter Calendar.

**

The Talking Phonebook for Greater Boston now features the "Spirit of Massachusetts Best Bets." By calling the number listed in the phonebook, callers receive a message describing seasonal events and regional travel ideas. For the latest "Best Bet," call the Adline at 617-972-6000 and press code 7347.

**

Common Wealth cultural coupon books are a hot item. Almost 12,000 requests were received in the first 5 weeks of the program. The coupon book provides discounts to 31 museums, nature and science centers, historical attractions, and the performing arts. The program is being promoted through a public relations program and promotional spots on WNEV-TV, Channel 7, one of the program's major sponsors. WNEV's first spot features John Corcoran, the station's lifestyle reporter, conducting the "Common Wealth Chorus" singing the program's toll-free phone number, 1-800-533-MASS.

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Carolyn Miner, formerly executive director of the Worcester Convention and Visitors Bureau, is now operating her own consulting business, C.K. Miner Associates. She is currently working on several projects with the Massachusetts Office of Travel and Tourism.

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DEADLINES

Spirit Spring/Summer Calendar: Information must be received by January 21 for events from April through September. Send copy to Lauren Hackett. Spirit of Massachusetts Newsletter: news items from around the state are welcome. Copy deadline for the March edition is February 2.

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The Spirit of Massachusetts newsletter is published six times a year by the Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202.



The spirit of Massachusetts is the spirit of America.

The MASSACHUSETTS SPIRIT M E S S E N G E R

GOVERNMENT DOCUMENTS
COLLECTION

JUN 9 1988

University of Massachusetts
Depository Copy

No. 17, March 1988

DUKAKIS ADVOCATES DOUBLING OF U.S. TRAVEL PROMOTION BUDGET

Governor Michael Dukakis has announced his intention to double the funding for the United States Travel and Tourism Administration if elected president. In a letter last month to national travel industry leaders, Dukakis outlined a plan that would provide an additional \$12 million to USTTA, the federal agency that promotes travel to the U.S. The funds would be used for cooperative marketing programs. The Governor said the travel industry has been "undervalued by federal policymakers for too long."

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BRITISH BLITZ KICKS OFF MID-MARCH

A \$630,000 consumer and trade campaign to lure British travelers to Massachusetts and New England this summer breaks March 18 in the most comprehensive marketing program ever directed at an overseas market by a regional group of American states. The campaign includes 5 weeks of television advertising, 590,000 copies of a newspaper insert and destination brochure, and an aggressive trade sales effort. The television commercial and the brochure feature fly/drive and motorcoach packages.

The marketing venture was initiated by the Massachusetts Office of Travel and Tourism and is a collaborative effort between the six New England states, TWA, the United States Travel and Tourism Administration, Hertz, regional tourism associations, the Sheraton Corporation, Domenico Tours, and Tauck Tours.

The campaign is targeted at upscale adults, 35 years and older, who travel overseas at least once a year. The 30-second tv spot airs in London and southern England and it will be seen by 70 percent of the target audience at least 4 times.

A 16-page destination brochure, "TWA Getaway New England," will appear in the March 20 issue of the Sunday Observer, one of Britain's leading newspapers. 440,000 copies will be distributed in the same geographic area as the television spot. An additional 150,000 brochures will be distributed by travel agents.

Travelers can book packages directly from the brochure, which describes all six New England states and features Boston, Britons' most popular New England destination. In addition to TWA-Hertz fly/drive packages and tours by Tauck and Domenico, options include vouchers for Sheraton properties and special rates at 27 hotels and country inns. Prior to the launch of the consumer campaign, trade ads and a sales blitz will target travel agents throughout southern England.

A travel documentary on Boston and New Hampshire will air on British commercial television stations just prior to the campaign kick-off.

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MASSACHUSETTS RANKS 8th

Massachusetts currently ranks 8th in state spending on tourism, according to the United States Travel Data Center. The state ranked 7th the previous fiscal year. The Bay State's budget is \$10.2 million, while all the other New England states



combined spend \$10.3 million. Nationally, New York tops all other states with a budget of \$21.5 million, an increase of \$6.7 million from 1986-87.

Top Ten States, 1987-88 Tourism Budgets

1 New York	\$21,543,300	6 Michigan	\$10,889,400
2 Illinois	\$20,500,000	7 Florida	\$10,723,551
3 Hawaii	\$13,665,000	8 Massachusetts	\$10,173,972
4 Pennsylvania	\$12,130,400	9 Tennessee	\$ 9,390,400
5 Texas	\$11,969,274	10 Alaska	\$ 9,346,800

Source: United States Travel Data Center

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GOVERNOR'S CONFERENCE SET FOR MAY

A Massachusetts Governor's Conference on Travel and Tourism, "Setting Patterns for the 1990s," will take place in Boston, May 12 and 13. Sponsors are Governor Michael Dukakis, the Massachusetts Office of Travel and Tourism, and the Governor's Advisory Council on Travel and Tourism. The conference will bring together travel industry leaders, economists, and labor experts for an in-depth look at the future of the state's \$12 billion travel industry. The first day will focus on how the regional and national economies and developments in labor and transportation will affect Massachusetts tourism in the 1990s. Panel sessions will also examine future trends within the travel industry. The second day's sessions will analyze the future of travel market segments including leisure, international, meetings and conventions, motorcoach, corporate business, and seniors. Watch your mail for details on speakers, schedules, and registration information.

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NEW GUIDEBOOK SLATED FOR FALL DEBUT

The Office of Travel and Tourism will have a new, consumer travel guide this coming fall. The 200-page, 4-color publication, the Spirit of Massachusetts Guidebook, will be produced by GTE-Travel Enterprises. The guide will include regional travel information, written by Massachusetts travel writer Lynda Morgenroth, attractions listings, a state map, a calendar of events, and an insider's guide to the state. The guide will be supported by advertising. When the book is published in October 1988, it will become the principle fulfillment piece for the Spirit advertising campaigns and for general travel inquiries. 500,000 copies will be published for use through February, 1989. Thereafter, it will be published annually. For advertising rates, contact GTE-Travel Enterprises, in Massachusetts, 1-800-262-8666; from out-of-state, 617-650-1096.

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MINORITY TRAVEL WRITERS VISIT BOSTON

Seven travel writers from publications read by black travelers visited Boston over Valentine's Day Weekend on a familiarization trip sponsored by the Office of Tourism with assistance from the Greater Boston Convention and Visitors Bureau. The writers represented publications such as Black Elegance, Ebony, Black Enterprise, and the Washington Times. The itinerary showcased the Hub's history, culture, dining, and entertainment and highlighted attractions of special interest to black tourists. Tours included the Black Heritage Trail on Beacon Hill, the Freedom Trail, and the Museum of Fine Arts exhibit, "Massachusetts Masters: Afro American Artists." The program was organized by Colette Phillips and Jacqueline Roundtree, of APR company, consultants to the Office of Tourism in a long-term program to increase the number of minority travelers to the Bay State. In addition to developing press features directed at minority travelers, APR is also assisting the Office of Tourism with minority-targeted marketing and advertising programs.

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NEW FACES

The Office of Tourism has made several staff changes. Jan Furutani, international marketing specialist for the Office of Tourism, has moved her desk from the New England-USA office to Tourism's offices (617-727-3233). Meanwhile, Mary Hayes is now managing Massachusetts fam trips and special projects out of the New England-USA office (617-423-6967). Cindy Field has been appointed as the Office of Tourism's new tourist information center coordinator (617-727-3201).

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COMMON WEALTH HEADS WEST . . .

The second phase of the "Share the Common Wealth" cultural tourism campaign will be launched in Springfield on April 9. For the first time, the cultural tourism program will be promoted on television in western Massachusetts with public service spots on WWLP-TV, Channel 22, Springfield. A new spot will also be airing on WNEV-TV, Channel 7, Boston, a major partner in the Common Wealth program since it began last year. The summer/fall edition of the coupon book contains discount coupons for 38 cultural institutions. 60,000 books have been printed.

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. . . AND NEW ENGLAND'S VIDEO TRAVELS TO THE FAR EAST

Japanese travelers can now learn about New England through a new Japanese language video, "What's New, New England?" The 30-minute VHS videotape features cultural attractions, history, fall foliage, and sports. It was produced by the Massachusetts Port Authority with the assistance of Atsuko Fish, consultant to the Office of Tourism for the Japanese travel market. The video has been distributed to major Japanese tour operators and to airlines serving Japan. It may be rented from New England-USA, 617-423-6967.

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GROUP TOUR OFFERS SALES LEADS

Massachusetts companies interested in providing services to group tours can now get monthly sales leads from the Office of Tourism. The tour and travel sales division will provide a list of the names, addresses, and specific requests of tour companies and travel agencies that have contacted the office. For more information, or to get your name on the sales lead mailing list, contact Nellie Khoury, group tour coordinator, at 617-727-3232.

For tour operators looking for new ideas, a Culinary Resource Guide is now available. The guide features creative culinary workshops, food companies offering group tours, and a list of food writers and critics. For a copy, call 617-727-3232.

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REGIONAL NEWSNOTES

Two new programs have been developed by the Cape Cod Chamber of Commerce to help alleviate chronic labor shortages on the Cape. As a result of extensive negotiations with state and federal labor agencies and the Immigration and Naturalization Service, a trial use of foreign bonded labor will begin this summer. In addition, the chamber has contacted colleges and universities around the country to find student workers, and it publishes a weekly bulletin of potential employees.

The Northern Middlesex Convention and Visitors Bureau has selected Gallagher Associates as its agency of record for the bureau's \$250,000 advertising and public relations account. Kickoff for the advertising campaign will be in April.

The Pioneer Valley Convention and Visitors Bureau has a new name: the Greater Springfield Convention and Visitors Bureau. The bureau's mission remains the same: to market business and pleasure travel throughout the Pioneer Valley.

The African Meeting House on Boston's Beacon Hill, the oldest-standing black church in America, reopened to the public in January after an extensive restoration. The 182-year-old meeting house was a center for black religious,

educational, and political activities throughout the 1800s and the site from which William Lloyd Garrison launched New England's abolitionist movement. The house is one of 15 sites on the Black Heritage Trail.

Westin Boer, executive director of the North of Boston Tourist Council, has recently been promoted to executive vice president. Boer reports that the New England Americana Trail, which now runs from Connecticut through Rhode Island to southeastern Massachusetts, will be extended to the North Shore this year.

In Plymouth, two historic buildings are in the news. The Richard Sparrow House, a Pilgrim museum and the oldest home in Plymouth, is to undergo a major renovation. The project will restore one of the country's oldest existing wood frame houses in time for its 350th anniversary in 1990. At the Jenney Grist Mill, repairs have been completed, and it is once again grinding grain and corn.

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FYI

The 17,000 delegates of the Yankee Dental Congress were the first conventioners to meet in the new Hynes Convention Center when phase one of the building opened in January. Construction of the \$160 million center will be completed in May.

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An eventful summer is in store for Massachusetts visitors. The latest Spirit Calendar features more than 500 spring and summer events. A special annual calendar has also been sent to travel press and group tour operators. And for those travelers who like the homey atmosphere of a B&B, the Spirit Bed and Breakfast Guide is now available. The 65-page guide features more than 400 individual B&Bs, reservation services, and guest houses, organized by region and town. Information on amenities and seasonal price ranges is included. For single copies of the two Spirit publications, call 617-727-3201.

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American Airlines passengers may be humming the Spirit jingle as they disembark from their trips this summer. Spirit of Massachusetts ads will be featured on the airline's inflight audio and video programs throughout May and June.

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Business Express, a feeder airline for Delta, is expanding its service from Logan to Cape Cod to include Martha's Vineyard and Nantucket. Service will begin in April.

**

The Travel Industry Association of America has developed two new programs to support its domestic travel marketing program, "Discover America." The "How to Participate Kit" helps travel businesses develop their own Discover America programs or to participate in regional and/or state programs. The National Calendar of Events, published quarterly for the travel press, lists major travel events around the United States. The objective of the Discover America program is to generate an additional 500,000 jobs and \$3 billion in additional tax revenues over the 5-year life of the program. For more information, contact TIA, Two Lafayette Center, 1133 21st Street N.W., Washington, D.C. 20036, 202-293-1433.

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DEADLINES

Spirit of Massachusetts Newsletter: news items from around the state are welcome. Copy deadline for the May issue is April 5.

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T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

GOVERNMENT DOCUMENTS
COLLECTION

JUN 9 1988

University of Massachusetts
Depository Copy

No. 18, March 31, 1988

Special Edition: Massachusetts Travel Barometer, Winter 1987/88

SKI BUSINESS EQUALS LAST YEAR'S RECORD SEASON

Massachusetts' ski business equalled last year's best-ever season, according to David Moore, president of the Massachusetts Ski Areas Association. Moore said a late-season surge in business made up for December's erratic weather conditions. More than 14,600 skiers took advantage of the "Ski Easy" 2-for-1 discount program.

A surge in admissions at museums and attractions resulted in a 19% increase in the Barometer's aggregate attendance figures. State and national parks recovered from a fall slump with state parks registering a healthy 12% increase over last year. For the 7th consecutive season, use of the state's major tourist information centers increased.

Overall, air traffic was flat, but the rapid growth in international arrivals and departures at Logan Airport this past summer and fall continues unabated: winter passenger counts jumped 42%. Highway traffic registered a 4% increase.

Lodging statistics reflected the industry's traditional low season. Statewide lodging occupancy rates grew a respectable 5% in December. January business slowed and the month ended down 3%.

MASSACHUSETTS TRAVEL BAROMETER, WINTER 1988

	<u>WINTER 1988</u>	<u>WINTER 1987</u>	<u>% +/-</u>
ATTENDANCE (Dec-Feb)	3,409,422	2,863,006	+19.1%
Museums & Attractions	2,634,597	2,145,824	+22.7%
Beaches	456,116	413,016	+10.4%
National Parks	160,520	158,130	+ 1.5%
State Parks	17,887	16,016	+11.6%
Information Centers	140,302	130,020	+ 7.9%
TRAFFIC (Dec-Jan)	6,975,640	6,791,820	+ 2.7%
AIR	3,262,535	3,248,084	+ .4%
Logan-Domestic	2,867,691	2,959,676	- 3.1%
Logan-International	367,019	257,576	+42.4%
Nantucket (Dec-Feb)	15,894	17,856	-10.9%
Barnstable	11,931	12,976	- 8.1%

T.H.E.
MASSACHUSETTS **SPIRIT** MESSENGER

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	<u>WINTER 1988</u>		<u>WINTER 1987</u>		<u>% +/-</u>	
HIGHWAY (Dec-Jan)	3,560,779		3,410,720		+ 4.4%	
Cape Bridges	105,733		103,086		+ 2.5%	
Mass Pike, westbound	1,270,343		1,183,574		+ 7.3%	
Tobin Bridge	2,148,777		2,089,034		+ 2.8%	
I-91 (Deerfield)	21,955		21,405		+ 2.5%	
Route 2 (Athol)	13,971		13,621		+ 2.5%	
FERRY (Dec-Jan)	152,326		133,016		+14.5%	
Vineyard	125,105		108,597		+15.2%	
Nantucket	27,221		24,419		+11.4%	
LODGING	<u>DEC 87</u>	<u>DEC 86</u>	<u>% +/-</u>	<u>JAN 88</u>	<u>JAN 87</u>	<u>% +/-</u>
OCCUPANCY RATES						
Statewide	54.2%	51.6%	+ 5.0%	49.0%	52.0%	- 3.0%
Boston/Cambridge	56.0%	51.1%	+ 9.5%	47.4%	53.5%	-11.4%
Suburban Boston	46.3%	48.8%	- 5.1%	50.2%	51.9%	- 3.2%
Western regions	61.5%	62.1%	- 0.9%	54.4%	55.5%	- 1.8%
SALES PER OCCUPIED ROOM						
Statewide	\$150.87	\$145.59	+ 3.5%	\$149.10	\$135.08	+ 9.4%
MUSEUMS AND ATTRACTIONS	<u>WINTER 88</u>		<u>WINTER 87</u>		<u>% +/-</u>	
Greater Boston						
Museum of Science	407,169*		238,450		+70.7%	
Museum of Fine Arts	220,318		197,763		+11.4%	
New England Aquarium	224,102		194,793		+15.1%	
<u>U.S.S. Constitution</u>	7,233		8,698		-16.8%	
Children's Museum	111,774		98,045		+14.0%	
John Hancock Observatory	48,500		44,533		+ 8.9%	
JFK Library & Museum	29,487		27,688		- 6.1%	
MIT Museums	58,000		64,500		-10.1%	
Paul Revere House	9,679		11,363		-14.8%	
Harvard Museum	25,266		47,040		-46.2%	
Stone Zoo	7,074		10,364		-31.7%	
Prudential Skywalk	7,918		5,878		+34.7%	
Gardner Museum	30,152		34,654		-12.9%	
Boston Tea Party	7,618		7,970		- 4.4%	
Old State House	6,864		6,027		+13.8%	
Bunker Hill Pavilion	Seasonal					
Museum of National Heritage	10,570		13,007		-18.7%	
Adams Historic Site	Seasonal					
Institute of Contemporary Art	9,981		12,596		-20.7%	
Museum of Transportation	Seasonal					
North of Boston						
House of Seven Gables	7,583		7,384		+ 2.7%	
Peabody Museum	14,217		14,892		- 4.5%	
Hammond Castle	3,547		3,450		+ 2.8%	
Museum of American Textile History	1,749		1,454		+20.2%	

* Includes new Omnimax Theater admissions

<u>ATTENDANCE AT ATTRACTIONS</u>	<u>WINTER 88</u>	<u>WINTER 87</u>	<u>% +/-</u>
Plymouth			
Mayflower II & Plimoth Plantation	23,693	28,000	-15.3%
Edaville Railroad	109,623	105,930	+ 3.4%
Cape Cod			
Pilgrim Monument	3,801	493	+671.0%
Cape Cod Railroad	Seasonal		
Sandwich Glass Museum	1,739	2,446	-28.9%
Heritage Plantation	Seasonal		
CC Museum of Natural History	3,564	2,517	+41.6%
Bristol County			
Battleship Cove	7,009	5,678	+23.4%
New Bedford Whaling Museum	8,440	6,975	+21.0%
Great Woods Performing Arts	Seasonal		
Worcester			
Sturbridge Village	36,087	36,088	- 0.1%
Mechanics Hall	49,130	46,000	+ 6.8%
Whalom Park	Seasonal		
New England Science Center (Dec-Jan)	6,652	4,696	+41.6%
Higgins Armory Museum	9,113	4,569*	+99.4%
Fruitland Museum	Seasonal		
Pioneer Valley			
The Big E	Seasonal		
Riverside Park	Seasonal		
Springfield Science Center	48,182	35,907	+34.1%
Historic Deerfield	5,855	6,674	-12.2%
Basketball Hall of Fame	22,883	20,985	+ 9.0%
Smith Art Museum	15,194	15,188	+ 0.1%
Spfld. Museum of Fine Arts	24,432	20,230	+20.7%
Ct. Valley History Museum	10,246	5,600	+83.0%
Berkshires			
Norman Rockwell Museum	13,974	9,914	+41.0%
Clark Art Museum	14,015	11,159	+25.5%
Berkshire Museum	14,768	15,328	- 3.6%
Hancock Shaker Village	Seasonal		
Berkshire Railroad	Seasonal		
Tanglewood (BSO)	Seasonal		
Beaches			
CC National Seashore (Nat'l Park)	373,792	343,064	+ 9.0%
Salisbury Beach	62,000	53,675	+15.5%
Horseneck Beach	12,332	9,957	+23.8%
Crane's Beach	7,992	6,320	+26.5%

* Low attendance due to renovations

T·H·E
MASSACHUSETTS **SPIRIT** MESSENGER

[4]

<u>ATTENDANCE AT ATTRACTIONS</u>	<u>WINTER 88</u>	<u>WINTER 87</u>	<u>% +/-</u>
Parks			
Minuteman National Park	80,381	75,690	+ 6.2%
Lowell National Park	58,899	66,969	-12.1%
Boston National Park	21,240	15,471	+37.2%
Nickerson State Park	3,822	2,832	+35.0%
Parker State Forest	7,305	5,868	+24.4%
Fall River Heritage Park	4,927	5,014	- 1.7%
Myles Standish State Park	1,753	2,138	-18.0%
Georges Island	80	164	-51.2%

<u>WEATHER</u>	<u>WINTER 1988</u>	<u>WINTER 1987</u>
Rainfall	14.0 inches	22.0 inches
Snowfall	56.0 inches	53.0 inches
	<u>SUNNY</u> <u>CLOUDY</u>	<u>SUNNY</u> <u>CLOUDY</u>
Total Days	23%	77%
Weekend Days	30%	70%
Weekdays	21%	79%
		Data not available

The Massachusetts Travel Barometer is a sampling of attendance, traffic, and lodging data throughout the state. Barometer reports are compiled for the spring/summer, fall, and winter travel seasons. Sources include Laventhol and Horwath for lodging statistics; Massachusetts Turnpike Authority; Massachusetts Port Authority for Tobin Bridge and Logan Airport; Department of Public Works for Route 2, I-91, and the Sagamore & Bourne bridges; and the University of Lowell for weather. For more information, contact Richard Hand at the Massachusetts Office of Travel and Tourism, 617-727-8836.

The MASSACHUSETTS SPIRIT MESSENGER

GOVERNMENT DOCUMENTS
COLLECTION

APR 15 1988

University of Massachusetts
Depository Copy

No. 19, April 8, 1988

Special Edition: Spring/Summer Campaign

SPIRIT CAMPAIGN '88 IS OFF & RUNNING!

The Spirit of Massachusetts spring/summer campaign is now in full swing with a brand-new series of television and print ads, a top-rated selection of travel publications, and a direct mail program. The \$2.5 million campaign marks the fifth year of the Spirit's year-round, travel marketing program.

The new direct response ads, developed by the Massachusetts Office of Travel and Tourism and ad agency Hill, Holliday, emphasize the excitement of a Bay State vacation and the great variety of activities available to travelers.

The campaign targets adults, 25-64, with incomes exceeding \$30,000, in three distinct age/lifestyle groups. The schedule includes broad-based media that cover all groups and targeted buys for each market segment. The primary market area is New England and the Mid-Atlantic states. TV spots will also air in Washington, D.C.

This year, print is the primary medium. TV spots are running in the first four weeks of the campaign to build rapid awareness and to reinforce the Spirit theme. There are eight different print ads with copy and photos targeted at specific traveler markets and geographic regions of the state. Ads run in city magazines, national travel publications, newspaper Sunday supplements, northeast editions of national consumer magazines, and regional periodicals. The television program consists of 2, 30-second spots. "New Year" showcases the glory of spring in the Bay State. "Summer passes slowly" echoes the theme of the full-page print ads.

Before copy and images for the tv and print ads were finalized, the concepts were pre-tested with consumer focus groups in Boston, New York, and Philadelphia.

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'88 CAMPAIGN AT A GLANCE

- Budget: Total campaign budget is \$2.5 million.
- Schedule: TV ads air April 4-May 1; print ads are in April, May & June periodicals.
- Primary Market Area: New England, Mid-Atlantic states, and Washington, D.C.
- Target Travelers: "Young and Active," adults 25-34; "Family Life," adults 35-44 with children; "Free at Last," adults 45-64 with no or grown-up children.
- Reach & Frequency: In the primary market area, 91% of the target audience will see the ads up to 9.7 times.

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1988 OUTLOOK: TOURISM SPENDING UP 6%

Massachusetts' travel revenues will increase as much as \$400 million this year, a 6% increase over 1987. The Office of Tourism's forecast is based on a jump of 15% or more in the number of overseas travelers and an increase of 5% in domestic travel. Predictions by economists of a recession in the immediate future are fading, and consumers are still spending, although more cautiously than last summer. Retail sales, a reliable indicator of spending patterns, posted moderate increases in January. Also, the U.S. Commerce Department reported disposable

income was up 1.1% in February, the largest increase since October 1987.

If travel spending in 1988 meets the projected 6% increase, Massachusetts travel revenues will total \$7.64 billion resulting in an economic impact of \$13.53 billion.

SPIRIT ADS OFFER TOP-RATED VACATION KIT

Travelers who call the toll-free number included in all the Spirit ads or mail back a coupon or postcard, will receive a comprehensive Spirit of Massachusetts Vacation Kit. The kit consists of a welcome letter, a Spirit of Massachusetts Holiday Planner, a spring/summer calendar, a Rand McNally map, and a business reply card.

The Holiday Planner is an updated and redesigned version of the Traveler, which recently received a top rating of four stars in a review of all 50 states' travel publications. The 80-page planner includes a description of each region accompanied by new 4-color photos, attractions listed by region and town, transportation information, and a list of additional travel information.

The Spirit Spring/Summer Calendar of Events includes more than 500 fairs, festivals, and celebrations and a list of whale watch cruises from 6 Bay State ports.

Travelers can use the business reply card to request specialized travel publications from the Office of Tourism and additional information from the state's 13 regional tourist councils.

For a single copy of the Spirit Vacation Kit, call 1-800-447-MASS, ext. 300.

DIRECT MAIL PROGRAM TARGETS REPEAT VISITORS

Twenty-one thousand out-of-state travelers who requested last year's Spirit Traveler or lodging guide have just received a special offer in the mail from the Office of Tourism. By simply returning a prepaid postcard, the traveler will be sent a new Spirit Vacation Kit and the latest edition of the Great Value Getaway Guide. In addition, half of this select group will be offered the opportunity to win a free Massachusetts weekend trip if they return the postcard by May 1. The direct mail campaign capitalizes on research that shows 92% of domestic travelers to the Bay State are repeat visitors. The program will be evaluated for overall effectiveness and to see if an incentive, such as the weekend giveaway, increases the response rate.

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PRINT ADVERTISING PLACEMENT

Spirit ads appear in these periodicals:

National Travel Magazines

Conde Nast Traveler

Travel and Leisure

National* and Regional Magazines

Ebony

Sports Illustrated

Better Homes and Gardens

Country Living

New Yorker

Yankee Guide to New England

Newspaper Sunday Supplements

Boston Globe

Philadelphia Inquirer

City Magazines

Philadelphia Magazine

National Geographic Traveler

Gourmet

Essence

New England Monthly

Ladies Home Journal

50 Plus

Yankee

New York Times

New Jersey Monthly

* Regional zoned editions.

T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

GOVERNMENT DOCUMENTS
COLLECTION

MAY 19 1988

University of Massachusetts
Depository Copy

Number 20, May 12, 1988

SPIRIT CAMPAIGN TAKES OFF!

Less than halfway through the Office of Tourism's summer ad campaign, telephone and mail responses are exceeding all projections. In just six weeks, 132,000 travelers have requested the Spirit of Massachusetts Vacation Kit, 60 percent more than all of the requests from last year's campaign. The full-page ad that includes a detachable postcard, a new element in the advertising program, is proving to be extremely effective in generating traveler requests.

Meanwhile, national economic indicators suggest consumers' anxieties about Wall Street are fading as they begin to make summer travel plans. Travel Industry Indicators reports consumer confidence levels are rising, unemployment is at a 8-year low, and disposable income is increasing. TII concurs with other national industry predictions that domestic travel will increase 4% over last summer and that inbound foreign travel will experience double-digit growth for the third consecutive summer.

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GTE REPORTS BRISK SALES FOR NEW GUIDE

Advertising sales for the Office of Tourism's new travel guide are ahead of schedule, according to Tom Murphy, sales manager of GTE-Travel Enterprises, publishers of the magazine-style guide. To make the guide easy to use, regional advertising appears after each region's description and list of attractions. Murphy says a special effort is being made to ensure that all regions of the state are well represented, and he credits the support of regional tourist councils and local chambers in achieving that goal.

When the Spirit of Massachusetts Guidebook is published in October, 1988, it will be the principal fulfillment publication for all Spirit advertising programs. The guide will also be distributed at state information centers and newstands and through lodging properties and real estate companies.

Closing date for advertising is June 15. For information about rates, call GTE, in Massachusetts, toll-free, 1-800-626-8666; from out-of-state, 617-650-1096.

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WINNING AD TARGETS TRAVEL AGENTS

Travel agents are invited to "Play Massachusetts and Win" in a double-page trade ad in April, May and June issues of Travel Weekly. The ad features an illustrated board game in the shape of the Bay State with information about each region, and the copy tells travel agents the rewards of sending clients to Massachusetts. The ad is similar to that developed for group tour operators.

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SHARE THE COMMON WEALTH TAKE TWO

The Massachusetts Cultural Alliance and the Office of Tourism took the "Share the Common Wealth" program to Springfield on April 15 to launch the summer/fall edition of the book. The day-long, public celebration was held at the Baystate West Mall and featured demonstrations, exhibits, and films. A press conference was also held to introduce the newest partner to the campaign, WWLP-TV, Channel 22,

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Maureen Gardner is the new director of the Worcester County Convention and Visitors Bureau. She comes to Worcester from Old Sturbridge Village where she was director of sales. Prior to OSV, she was director of marketing for the Publick House. Info: 617-753-2924.

The Northern Middlesex Convention and Visitors Bureau's premier marketing campaign, "Discover the Merrimack: Crossroads of the American Evolution," features five famous Merrimack people: James McNeill Whistler, Jack Kerouac, Henry David Thoreau, Francis Cabot Lowell, and Sarah Bagley, a mill girl. A new vacation kit includes information on attractions, lodging, and dining. Info: 617-454-5633.

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The Plymouth Getaway brochure provides a three-day/two-night, do-it-yourself itinerary and includes family discounts at five major attractions. The Group Travel Guide describes attractions, shopping opportunities, lodging, and dining, as well as suggested itineraries. Visitors can call the Talking Phonebook, 617-559-6000, for attractions and special events. Info: 617-826-3136.

Eleven South Shore towns have banded together to promote their regional historic and scenic attractions. The Heritage Trail will run between Quincy and Plymouth on the South Shore. A new brochure, Hidden New England: Old Colonial By-Ways, lists sights of interest from Braintree to Duxbury. Info: 617-722-1646.

For the 6th year, the Cape Ann Chamber of Commerce is sponsoring its annual Travel Writers Weekend in mid-May. Since the program began, 125 travel writers and editors have visited the "other Cape." Info: 617-283-1601.

The Greater Boston Convention and Visitors Bureau's new Japanese Shopping and Dining Directory will be available in July. The 36-page guide will be distributed free to the 250,000 Japanese travelers expected to visit the Hub this summer, more than double last year's visitors. Info: 617-536-4100. Cheers Boston! is Yankee Holiday's new Boston package. Named for the popular television series, the package includes two nights at a Boston hotel, a souvenir and dinner certificate at Cheers, and an Old Town Trolley narrated tour of the city. Info: 800-322-5601.

The North of Boston Tourist Council's advertising campaign includes ads in the Los Angeles Times. Info: 617-532-1449.

The Bristol County Development Council's Southern Coastal Americana Trail Guide and Calendar of Events is now available. A children's edition will also be published. Info: 617-997-1250.

Good news from the Berkshire County Visitor's Bureau. Visitor inquiries this winter were up 188% over last year with a 63% decrease in the cost per inquiry. The new 1988 Summer Guide is now available. Info: 413-443-9186.

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FYI

* * * A new, high-speed catamaran, operated by Bay State Provincetown Cruises, will provide daily ferry service from Boston's World Trade Center (Commonwealth Pier) to Martha's Vineyard this summer. The trip will take three hours and will cost \$50 round-trip. There's also a change in ferry service to Nantucket. Both Hyline and Steamship Authority ferry lines will arrive and depart from Hyannis. Steamship Authority boats will no longer depart from Woods Hole. The number of ferry trips remains unchanged from last summer.

* * * **Information please!** The Office of Tourism would like to know about any attractions or cultural institutions celebrating an anniversary this year. Also, the Office of Tourism is searching for any existing 3/4" or 1" travel videos that are available for use in promoting the state. Contact Ashley McCown at 617-727-3493.

* * * **Fax** your messages to the Greater Boston Convention and Visitors Bureau, 617-424-7664, and the Plymouth County Development Council, 617-826-0444.

* * * **Talking Phonebook directories** in Boston's Metro West, Metro North, and Metro South areas now carry the Spirit of Massachusetts' Best Bets.

* * * **14,600 skiers** took advantage of the "Ski Easy" 2-for-1 discount program this year. Overall, the state's ski industry equalled last year's best-ever season.

* * * **Travelers, phone home.** About 20 Boston cabs are now equipped with telephones for passenger use. If the service proves popular, more will be installed.

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DEADLINES

Spirit of Massachusetts Fall Calendar of Events (September-November): calendar items must be submitted by May 21 to Lauren Hackett, Office of Tourism.

T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

GOVERNMENT DOCUMENTS
 COLLECTION

JUL 11 1988

University of Massachusetts
 Depository Copy

Number 21, June 29, 1988

Special Edition: Massachusetts Governor's Conference on Travel and Tourism

MESSAGE TO INDUSTRY: RAPID CHANGE AHEAD

The first annual Governor's Conference on Travel and Tourism, chaired by tourism director Richard Rust and attended by more than 160 industry representatives from around the state, was a great success, according to a post-conference survey. Speakers focused on the rapidly changing nature of the industry and the need for long-range marketing strategies. The increasing sophistication of today's travelers and the demand for value-oriented programs were also common topics. The two-day meeting ended with a call for development of a state tourism policy.

The conference was held at the Hynes Convention Center on May 12 and 13 and was sponsored by Governor Michael Dukakis, the Massachusetts Office of Travel and Tourism, and the Governor's Advisory Council on Travel and Tourism.

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JOHN HUNT OUTLINES FUTURE TRAVEL TRENDS

In one of his first major speeches to the Massachusetts tourism industry since being appointed distinguished professor at the University of Massachusetts, John Hunt took a broad view of tourism development and outlined future trends for the Massachusetts tourism industry to consider in planning for the future. His observations:

- . American travelers who take extended vacations will once again begin to travel farther from home, including traveling abroad.
- . Travelers will tend to become more primary destination oriented . . . thus causing a decrease in length of stay in secondary, intermediate, or pass-through destinations. Cooperation among communities and services will be important in creating complete destination regions.
- . Pleasure trips of shorter distance and duration will increase at a proportionally greater rate than long-haul, long stay, or extended vacations. . . . Destinations which are considerable distances from non-resident population centers . . . will be challenged to develop rapid and inexpensive means of access, which will offer visitors a minimum of travel time and a maximum of on-site activities.
- . The amount of leisure time afforded Americans is actually decreasing and what is available is coming in shorter but more frequent periods.
- . Foreign visitation to the United States will continue to increase.
- . Sale of recreation vehicles and some recreation equipment will witness dramatic changes and fluctuations. . . Declining gasoline prices, lower interest rates and positive attitudes about travel in the United States have resulted in increased RV purchases in recent years. In addition, the tremendous increase in popularity of the pickup is a reflection of a growing interest in leisure travel.
- . Long-distance and long-duration travelers will elect to use multiple accommodations. More travelers will mix motels and hotels with camping and staying with friends and relatives.
- . Travel will continue to be tied to friends and relatives.
- . Mass transportation is growing in popularity as a mode of transportation to recreation areas and for vacation travel. The motor coach or bus tour has and will

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continue to grow in popularity as a mode of vacation travel. In the past few years, the growth in trips by airplane was much greater than the growth in trips by automobile.

10. [Airline] deregulation will have a lasting effect on the overall nature and character of the travel industry. . . . The important significance of deregulation has been to bring a whole new traveler into the market.
11. Airline mergers will decline and airfares will stabilize within the next few years. In just a few years, there will be only a half-dozen mega-carriers.
12. Vacations and other major recreation trips will be planned more carefully and over longer periods of time. Tourist destinations and services with continual, current and credible information output will be most likely to succeed. . . . Glittering generalities will not attract too many more travelers.
13. Although there will always be upscale travelers, many travelers will become much more cost-conscious. . . Cost saving packages and discounts will become more popular. Quality for price will be paramount.
14. Major metropolitan areas and unique special-interest destinations, such as major resort areas, will increasingly depend on [upscale] vacationers.
15. Up-to-date and in-depth research is in great need. When competition becomes more keen and travelers are more discriminating, an understanding of behavior, motivations, tastes, and other factors becomes essential.
16. Successful management and marketing of tourism services will be directed to specific target markets and special-interest groups.
17. Travelers will seek more back-to-nature and personally enriching experiences.
18. There will be a scarcity and substantially rising cost of open recreation spaces.
19. Tourism management, as opposed to marketing and sales, will become increasingly important. Managing tourism, in order that its benefits to our economy and the visitor are optimized while its costs are minimized, will be paramount.
20. Labor and human resource development will be the challenge of the 1990s for the tourism industry.
21. Tourism will become less elastic and more stable over time. As tourism comes of age in the 1980s and into the next century, it will be accepted as necessary for a quality life-style and as a legitimate social activity.

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THOMAS COOK CEO FOCUSES ON LONG-HAUL TRAVEL

Chris Rodrigues, chief executive officer of Thomas Cook International, focused his remarks on how Massachusetts can capitalize on the growing global, long-haul market, which, he said, will triple in size by 1995. Rodrigues defined three types of travelers -- survey tourists, aspiring explorers, and sophisticated travelers -- and suggested Massachusetts should go after the aspiring explorers, those who are upwardly mobile and want to be independent but need some framework in which to travel. He outlined the needs of aspiring explorers:

Our experience suggests they want four major things. Firstly, quality travel. They want hotel destination information designed to help them create their own quality experience. They want a modular product which meets both the needs of the travelers and the agents to whom they turn to help them make their decision. We need travel agents who are well informed about new destinations and properties, and who understand their customers well enough to communicate the attractions and benefits in a compelling manner. And finally -- and I suspect that you know this very well in Massachusetts from the quality of the product you deliver -- they want value, not just low prices.

British travelers already have a general sense of Massachusetts' location, according to Rodrigues, and he said their image of the Bay State is that it is "the real America." He shared three marketing ideas based on his research: the establishment of Boston as a gateway center, the development of long weekend packages

from Europe, and the marketing of business extension trips.

We also know that the biggest potential for a market like this is repeat visitors. So . . . everyone who leaves Logan Airport ought to be empowered to be an ambassador for Massachusetts, because if you can get them to talk about it, you have got a fantastic sales force that is pre-sold on your product.

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OSV PRESIDENT CALLS FOR MORE COLLABORATION & STATE TOURISM POLICY

Crawford Lincoln, president of Old Sturbridge Village, was the final conference speaker. He called for greater collaborative efforts by all segments of the Massachusetts travel industry, the development of a state tourism policy, and stepped-up marketing of New England. Lincoln suggested pinball machines were a useful analogy:

Think of New England as a vast pinball machine, and the ball as a vacationing family or tour group. Our job, as the players, is to keep the vacationers or the tour groups moving from one first-rate experience to another within New England for as long a time as possible. How do we do that? We work together. Our geography, road networks, and airports all support a cooperative, regional approach to tourism. And in our pinball game vision of New England, the 10,000- and 20,000-point bumpers belong to Massachusetts. . . . We need to take the momentum of this meeting and find new ways for the public and private sectors to work together to hammer out a stronger tourism policy for the state. . . . We have a fine department of tourism here, headed by a very talented individual with a very competent staff. But we need to support that organization. We need to develop a better dialogue between the public sector, between the private sector, and between the cultural community.

Lincoln suggested state policy should address such issues as adequate tourist information centers, improved highway signage, a state map designed specifically for use by tourists, a state-wide program for marketing convention facilities, and employee training and career counseling.

He also reminded his audience that they should not take the state's financial support of tourism for granted.

We need to thank the lawmakers of this commonwealth for their support. The dollars they have invested in tourism have been repaid in dividends to the whole Commonwealth many, many times over. But they need to hear that from each of you. . . . Tourism in this state is a wonderful success story. Legislators need to hear that, if they are to continue their wonderful support.

Finally, Lincoln urged everyone to rededicate their efforts to make Massachusetts a premier destination: "Let it be known that Massachusetts is the place where tourism begins and ends with the personal touch."

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QUOTABLE QUOTES

We are in a rapidly changing industry. It's imperative that we are up-to-date on what is going on in the industry and what is happening out in the world that is going to have an impact on tourism development.

Richard Rust, director, Massachusetts Office of Travel and Tourism

We must face the fact that implicit in all the upbeat growth projections for the global travel business is the assumption that as we get closer and closer to the year 2000, consumers will choose to spend more of their discretionary income on travel and, by definition, less on other items, proportionately. It goes without saying that this growth is not our birthright. We have to fight for it. It has to be won. We do not just compete amongst ourselves for bed nights and passengers. We compete with Sony, with Ford, with IBM for a share of the consumer's wallet.

Chris Rodrigues, chief executive officer, Thomas Cook International

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In the travel business, it is dangerous to allocate your marketing efforts simply based on the volume of visitors. Marketing needs to respond to profit potential, not just head counts.

Chris Rodrigues, chief executive officer, Thomas Cook International

Travel is an information business. You go to a destination because you know where it is, how to get there, what it is going to cost you, and what the possibilities may be. We have got to think of this business as an information business and promulgate it that way.

Martin Duffy, president, The Perseus Group

More than any other market we've worked in, we find that the traveler is buying an experience, a memory, a good time. The traveler is not buying a hotel room, an airline seat, a ticket for an attraction.

Karen Ida Peterson, president, Davidson-Peterson Associates

While we need new marketing strategies, we must look beyond our old bag of tricks, beyond sales and promotion to new services, new products, new packages, new clients, new strategies. More energy must be diverted from the traditional and glamorous activities of selling to the sometimes mundane and complex functions of policy development, planning, research, developing transportation systems, educating both resident and service employees to understand the importance of tourism and to be better hosts, adequately financing and politically supporting community and regional tourism development efforts, encouraging integrated destination area development, and developing effective local information and signing systems.

John Hunt, distinguished university professor of tourism, University of Massachusetts

There is no single senior travel market. Instead there are many markets, and to be successful, one must approach them through lifestyle marketing. . . . Lumping seniors all together and marketing to them based on chronological age is not an effective marketing strategy.

Jerry Foster, president, Saga International Holidays

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TOURISM AWARDS

Eighteen Bay Staters were honored by Governor Michael S. Dukakis at the conference for their leadership and dedication to the state's tourism industry. A complete list of honorees will be in the July issue of the Spirit Messenger.

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THANKS TO ALL OUR SPONSORS

The Massachusetts Governor's Conference on Travel and Tourism was made possible with the generous support of the tourism industry. Hats off to the Back Bay Hilton, Boston Marriott, Copley Place, Colonnade Hotel, Delta Airlines, GTE Travel Enterprises, Massachusetts Convention Center Authority, Piedmont Airlines, and Sheraton Boston Hotel and Towers. Thanks also to sponsors of tables at the awards dinner: American Airlines, Boston Harbor Hotel, Bostonian Hotel, Boston Park Plaza Hotel and Towers, Colonnade Hotel, Four Seasons, Hyatt Regency Cambridge, Lafayette Hotel, Lenox Hotel, Logan Airport Hilton, Massachusetts Port Authority, Ritz Carlton Hotel, Royal Sonesta Hotel, and Westin Hotel, Copley Place. Additional thanks for conference sponsorship to Better Homes and Gardens, Country Living, Ladies Home Journal, Ebony, Reader's Digest, Sports Illustrated, TV Guide, Yankee Publishing and Hill, Holliday.

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THE MASSACHUSETTS SPIRIT MESSENGER

GOVERNMENT DOCUMENTS
COLLECTION
SEP 23 1988
University of Massachusetts
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Number 22, July 28, 1988

LOOKING AHEAD: A MESSAGE FROM RICHARD RUST

"Over the past four years, the success of the Spirit of Massachusetts campaign, initiated by Governor Michael Dukakis in 1984, has helped to build a strong and vibrant tourism economy across our Commonwealth. Each year since 1984, Massachusetts has seen an increase of almost \$1 billion in tourism-related economic impact. Tourism-related jobs have been growing at twice the rate of other sectors. Since 1984, our industry has provided \$1.6 billion in state and local tax revenues for necessary public services. The legislature has demonstrated its commitment to tourism repeatedly, while a close partnership between the Massachusetts Office of Travel and Tourism and the tourism industry has built a momentum for continued growth.

"Over the next year, my office will redouble its efforts to keep Massachusetts on the cutting edge of tourism promotion. Our advertising agency, Hill Holliday, will sharpen our message. We will carefully track the results of our programs and make changes as required. We will seek new cooperative advertising partners to make our public funds go further. Finally, we are beginning a year-long effort, in collaboration with tourism interests throughout Massachusetts, to create a state tourism policy that will address the industry's long-range planning and marketing needs while maintaining a balance between tourism development and the environment. Our track record gives me great confidence that, together, we will meet these challenges in a positive and effective manner."

Richard Rust, director, Massachusetts Office of Travel and Tourism

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TOURISM BUDGET SET AT \$9.5 MILLION

The Massachusetts Office of Travel and Tourism will spend \$9.5 million to promote tourism this fiscal year, a 6.3% decrease from the FY '88 budget of \$10.2 million. The cut reflects across-the-board state agency budget reductions to bring state spending in line with revenue projections. The budget cut will be offset, in part, by the consolidation of several Spirit of Massachusetts consumer travel publications into a single guide supported by advertising.

Total FY 89 Budget	Promotion	Information Centers	Regional Tourist Councils
\$9,530,058	\$7,100,000	\$201,534	\$2,228,524

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REGIONS REPORT SUNNY START FOR SUMMER SEASON

The summer season got off to a strong start, according to reports from around the state. The Berkshire Hills Visitors Bureau says advance reservations for lodging and performing arts ticket sales are up dramatically. The abundant sunshine has proved a boon to beach areas, and at the Cape Cod Chamber, Mike Frucci reports a very strong Memorial Day weekend and a 20 percent increase in visitor inquiries. Boston, meanwhile, is enjoying a booming business from overseas visitors, and the Hub's new foreign-language maps and guides are in great demand.

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REGIONAL TOURISM WORKSHOPS SLATED FOR AUGUST & SEPTEMBER

Five regional tourism workshops are planned for August and September to foster more collaboration by the state's industry and to begin development of a state tourism policy. The workshops are the direct result of discussions at the recent Governor's Conference on Tourism and a call by Old Sturbridge Village President Lincoln Crawford for increased cooperation within the industry. The workshops are sponsored by the Massachusetts Office of Tourism, the University of Massachusetts at Amherst, and the state's regional tourist councils. About 60 tourism leaders, public officials, and opinion leaders selected by the regional tourist councils will attend each workshop. Meetings will take place in Plymouth, Boston, the Berkshires, the North Shore, and Springfield.

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MASSACHUSETTS HEADS TO THE BEACH . . . WITH JEEP

The Office of Tourism teamed up with Jeep and six Massachusetts inns in a special advertising section in the July 27 issue of The New Yorker. The 4-page spread promotes Jeep, the Massachusetts seashore, and the Harbor House, Nantucket; the Charlotte Inn, Edgartown; the Queen Anne Inn, Chatham; the Yankee Clipper Inn, Rockport; the Cliffside Beach Club, Nantucket; and 76 Main Street, Nantucket.

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NEW ENGLAND, NORTHWEST AIRLINES GO DUTCH

Northwest Airlines and the Office of Tourism will launch an \$80,000 print advertising campaign in August aimed at Dutch travelers. The collaborative campaign is the result of Northwest's recent shift of its international hub to Boston from New York. The 4-color ads promote Massachusetts and New England as a major destination and Northwest's new Amsterdam-Boston service. The ads will appear in three Dutch consumer publications and will run through October. Colin Barette, Northwest's manager of marketing programmes, Atlantic Region, says the partnership will help the airline establish Boston as the number one U.S. gateway from Amsterdam and educate Benelux travelers about "the most exciting destination in the U.S." The summer/fall campaign is the beginning of a three-year partnership between the Office of Tourism and Northwest Airlines.

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NEW ENGLAND A HOT SPOT AT POW WOW '88

The largest group of Japanese tour operators ever descended upon the New England delegation at this year's Discover America International Pow Wow held May 14-18 in Dallas, Texas. There was a waiting list to see representatives from the Massachusetts Office of Tourism, Massport, the Greater Boston CVB, A Yankee Line, Saunders Hotels, Northern Middlesex CVB, Peter Pan Bus Lines, the Sheraton Plymouth, Plimoth Plantation, and the Plymouth County Development Council. The number of inbound travelers to the U.S. is expected to top 29 million in 1988.

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NATIONAL LEGISLATIVE CONFERENCE FOCUSES ON TOURISM

Legislators from throughout the U.S. met this summer to discuss tourism development, an indication of the importance that states now attach to the travel industry. Deborah First, deputy director of the Office of Tourism, spoke on the effectiveness and economic impact of state travel promotion programs.

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INDUSTRY HONORS 18 AT CONFERENCE

Eighteen Bay State men and women were honored for their contributions to the tourism industry at the first annual Massachusetts Governor's Conference on Travel and Tourism held in May.

Five Bay Staters received Spirit of Massachusetts Tourism Leadership Awards. Senator Lois G. Pines was honored as a champion of tourism in the state legislature. David K. Case, director of Plimoth Plantation, was honored for his

inspired leadership of the living history museum and his contribution to regional marketing of Plymouth County. Patrick B. Moscaritolo, acting director of aviation and director of public affairs at the Massachusetts Port Authority, was honored for his vision in establishing Massport as an aggressive marketer of the Commonwealth. Brian H. Fairbank, chief executive officer of Jiminy Peak, was honored for developing Jiminy Peak into the state's largest ski resort and complex. Sy Yanoff, president and general manager of WNEV-TV, Channel 7, was honored for his generous support of the "Share the Common Wealth" cultural tourism program.

Thirteen Bay Staters received Spirit of Massachusetts Tourism Hospitality Awards: Carol Taylor, secretary and booking agent, U.S.S. Massachusetts, Fall River; Diane Finn, founder, New World Tours and Programs, Plymouth; Katherine Bill, coordinator, Franklin County Chamber of Commerce Information Booth; and Durham Caldwell, volunteer tour guide, Greater Springfield Convention and Visitors Bureau.

Also, Peg Trasatti, administrative assistant, Berkshire Hills Conference; Lorraine Boudreau, employee, Lowell Hilton; Walter Luce, tour guide for the Martha's Vineyard Sightseeing Company; Roland Peck, waiter, Publick House Restaurant, Sturbridge; Ruth Rusher, Cape Cod tour guide; Leola Bogarty, room attendant, Lenox Hotel, Boston; Margaret Lanue, secretary, Northern Berkshire Chamber of Commerce; Mary Lou Thompson, sales manager and rooms division manager, Jared Coffin House, Nantucket; and Maria Miles, director, Salisbury Chamber of Commerce.

The awards were presented by Richard Rust, director, Massachusetts Office of Travel and Tourism, and William Wilson, chairman of the Governor's Advisory Council on Travel and Tourism.

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RUST RECOGNIZED FOR CONTRIBUTION TO BOSTON TOURISM

Richard Rust, director of the Massachusetts Office of Travel and Tourism, was recognized for his distinguished contribution to the Boston travel industry at the Annual Meeting of the Greater Boston Convention and Visitors Bureau. Rust was presented with the "Spirit of Tourism" award by GBVCB Chairman Thomas Kershaw and President Robert Cumings.

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CHANGING OF THE GUARD

Early summer has brought several changes to key tourism positions around the state. At the Office of Tourism, Lauren Hackett, a 4 1/2-year veteran of the Spirit of Massachusetts team, is heading west to Tempe, Arizona, with husband, Michael Kuby, and new daughter Nora Cecilia (born May 27). In her position as publications director, Lauren oversaw the production of more than 30 consumer guides. We'll miss her editorial and production skills, her spirited contribution to the office, and her sense of humor. Also at Tourism, Peter Lee has been appointed to a new position as manager of administrative services. Peter's experience includes personnel management at Fidelity Investments and account management at advertising agencies in Boston and Taiwan. Finally, Jim Brown, director of research, resigned in May.

Two regional tourist council directors also left their positions recently. Mary Morss resigned after 20 years as executive director of the Bristol County Development Council. Dan Yaeger, who developed the "Discover the Merrimack" advertising campaign, resigned from the Northern Middlesex Convention and Visitors Bureau. At the Northern Middlesex CVB, Michelle Hatem has been named director of operations; Bob Smith is acting director for Bristol County. Both Mary and Dan have made substantial contributions to the state's tourism industry and we wish them great success in their future endeavors.

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REGIONAL NOTES

Plymouth has a new consumer guide. The Plymouth County Development Council's "Plymouth Getaway" features a three-day itinerary. Info: 508-826-3136. In mid-July,

[4]

members of the General Society of the Mayflower Descendants, descendents of the Pilgrim fathers, went home to Plymouth, England, to help the city celebrate the victory of the 400th anniversary of the Spanish Armada. The "pilgrims" traveled in style aboard the Queen Elizabeth II.

Holyoke Heritage State Park will host the Festival of Massachusetts Folklife, a celebration of the state's rich cultural traditions, September 29-October 2. The event is part of the Smithsonian's national folklife festival. Info: 413-536-4611.

Lowell paid tribute in late June to one of its own with the dedication of the first official Jack Kerouac memorial. Info: 508-454-5633.

The Mohawk Trail Association has introduced the Mohawk Trail Treasure Hunt, a program to encourage travelers to take full advantage of the trail's many attractions and services. Info: 413-663-3205.

In Nantucket, \$3 million was recently spent on refurbishing The Wauwinet, a landmark, turn-of-the-century inn. The waterfront inn features 40 rooms in the main building and 5 surrounding cottages. Info: 800-426-8718.

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INFORMATION, PLEASE!

The Office of Tourism is compiling a list of hotels, restaurants, and attractions that provide special services and foreign language materials for international visitors, such as multilingual staff, special room amenities, menus, guides, and guest services information. Please send information and examples of materials to Jan Furutani, international marketing specialist, Office of Tourism.

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DEADLINES

Spirit of Massachusetts Winter Calendar: information deadline is August 19. Send information to Kim Thompson, Office of Tourism.

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MOVING?

If you're changing your address or this newsletter is being sent to the wrong person in your organization, please send us the updated information, together with the five-digit number that appears on your mailing label, to: Michelle Nappa, Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202.

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TOURISM DEPARTMENT DIRECTORY

In the past year, the Office of Travel and Tourism has made several staff changes and added new phone lines. You can dial the following departments directly:

Director's Office	727-3205	Richard Rust
		Michelle Nappa Phyllis Campbell
Deputy Director	727-3235	Deborah First
Public Relations	727-3493	Jonathan Hyde
		Ashley McCown Maureen Dowd
Administrative Services	727-3232	Peter Lee
Group Tour	727-3232	Nellie Khoury
International	727-3232	Jan Furutani
	973-5547	Shoko Hirao (Japan only)
Publications	727-3203	Kim Thompson
Research and Contracts	727-8836	Richard Hand
Accounting	727-8836	Jerry Addivinola
New England-USA Liaison	423-6967	Mary Hayes
Publications Distribution	727-3201	Toni Robinson
Information Centers	727-3232	Cindy Fields
Main switchboard	727-3201	All numbers are area code 617

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T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

GOVERNMENT DOCUMENTS
OFFICE

SEP 14 1988

University of Massachusetts
Depository Copy

Number 23, September 9, 1988

SUMMER CAMPAIGN IS ALL IN THE CARDS

This spring and summer's Spirit advertising campaign generated 200,000 phone and mail responses thanks to the dramatic pulling power of the new postcard ads. The number of leads was 83 percent higher than the 1987 campaign despite a reduced 1988 advertising budget of \$2 million, compared to a \$2.7 million campaign in 1987.

The full-page print ads with a detachable postcard, which consumers returned to request a Spirit Vacation Kit, generated 154,000 responses alone. In addition to the postcard ads, the campaign consisted of six additional full- and half-page print ads and two 30-second TV spots, "New Year" and "Summer Passes Slowly." The campaign was the first to be developed by the Office of Tourism's new agency, Hill, Holliday.

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NEW YORK (AND NEW JERSEY) LOVE MASSACHUSETTS

Awareness of Massachusetts travel advertising by consumers in metropolitan New York and New Jersey increased significantly this summer, according to a study of 400 consumers representing the state's target geographic and demographic markets. Respondents were interviewed before and after the Spirit advertising campaign about their ability to recall advertising, their destination choices, and their travel habits. Following this summer's ad campaign, awareness of Massachusetts' advertising by New York and New Jersey residents increased 13 percentage points.

The survey also showed that, among the target travel groups:

- Massachusetts was rated highly, especially for scenic beauty and restaurants;
- Massachusetts is the preferred destination of all six New England states;
- Boston, Cape Cod, historical themes, and general images of beaches and countryside were the strongest impressions of Massachusetts advertising;
- The average number of trips per year is five, half of which last less than a week;
- Most trips of less than a week are planned 1-3 months ahead.

The report revealed a major opportunity to increase travel from Pennsylvania and New York. Fifty percent of the target market in Pennsylvania and 30 percent in New York have never traveled to the Bay State on a pleasure trip.

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MOTORCOACHES DRIVE BUSINESS UP 11 PERCENT

The economic impact of motorcoach travel to Massachusetts increased by 11 percent from 1986 to 1987, according to a report from the National Tour Association. The total economic impact of motorcoach tours to the Bay State in 1987 was \$321 million with 1.4 million passengers taking tours. One-third of all dollars spent by the motorcoach industry in Massachusetts in 1987 was from in-state tour operators. Motorcoach travel throughout the United States also increased 11 percent for the same period with a total economic impact to the U.S. of \$11.6 billion.

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CATCH THE NEW SPIRIT LOGOS!

A series of new Spirit of Massachusetts logotypes has been introduced by the Massachusetts Office of Tourism, the first revision of the logo since the Spirit campaign began in the spring of 1984. There are three versions of the logo for use

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in publications, in small-space print ads, and for special merchandise applications (t-shirts, buttons, etc.). The publications logo retains the complete campaign slogan, "The Spirit of Massachusetts is the Spirit of America," while the two other versions carry an abbreviated tag line, "Massachusetts. The Spirit of America." The logotypes were designed by Hill, Holliday. Camera-ready logo sheets and application guidelines are available from Kim Thompson at 617-727-3203.

Publications

Massachusetts
The spirit of Massachusetts is the spirit of America.

Print Ads

The Spirit of America
Massachusetts

Merchandise

Massachusetts


[[

STATE-WIDE TRADE MEETING CALLS FOR MORE COLLABORATION

A state-wide meeting for industry representatives interested in marketing to tour operators and travel agents resulted in a call for more collaboration on the regional and state level. The meeting was sponsored by the Office of Tourism and attracted more than 80 participants from around the state. Experts from travel agencies, incentive companies, tour operators, and regional marketing programs explained the basics of marketing to the travel trade and emphasized the importance of participating in fam trips, trade shows, and cooperative promotions. Kudos to Jean Upton, tour and travel manager of the Sheraton Plymouth, who hosted the August 23 meeting. For more information, contact Nellie Khoury, tour and travel sales manager, at 617-727-3232.

[[

FOLIAGE HOTLINE BEGINS SEPTEMBER 19

Leaf-peepers will, once again, be depending on the Spirit of Massachusetts Fall Foliage Hotline to provide the latest information on the spread of color across the state. Reports from Department of Environmental Management foresters will be heard, beginning September 19, on the Office of Tourism's toll-free phone lines (in Massachusetts, 1-800-632-8038; other northeast states, 1-800-343-9072). To help fall travelers plan their trips, callers can request two Spirit publications: the Fall Foliage Guide, packed with unusual ways to see the foliage, and the Fall Calendar of Events, which lists 400 fairs, festivals, and celebrations.

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MASSACHUSETTS MAKES TRACKS IN JAPAN

Thousands of Japanese will have the opportunity to learn more about Massachusetts this year as the American Train travels around Japan carrying displays of travel literature and trade information about the United States. The Massachusetts State Booth, sponsored by Massport, Polaroid, and the Office of Tourism, has tour packages from five Japanese travel agencies. The train began its tour in Tokyo on July 4 and will make stops at 50-60 train stations throughout Japan.

In other developments, All Nippon Airways Hallo Tours has developed two tours to Massachusetts which will include stops in Boston and Plymouth. The tours will be marketed to single, professional women, one of Japan's largest travel markets. The packages were developed following a familiarization trip to the Bay State last May.

[[

BAY STATE BEACHES STILL POPULAR WITH SUN-LOVERS

Sun-lovers continued to flock to Bay State beaches this summer despite intense news coverage about medical debris on east coast beaches. Isolated debris on Massachusetts' beaches were overshadowed by major problems on the New York and New Jersey shores. This summer's problems, however, are a compelling reminder of the need to preserve and manage the environment, a key element in the economic vitality of the Bay State's tourism industry.

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TREND WATCH: POLL SHOWS ROOM RATES BEAT OUT LOCATION

Room rates are a greater influence on leisure travelers than hotel location, according to a recent survey by Holiday Inn of its reservation agents. Sixty percent of agents polled reported room rates were the basis for leisure travelers' choices, compared to 50 percent in 1987 when rates and location were ranked equally. The study reported that 6 out of 10 leisure travelers calling the Holidex reservation system requested information about "special offers." The survey also ranked Boston as the ninth most popular Holiday Inn destination.

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REGIONAL ROUNDUP

The Northern Middlesex Convention and Visitors Bureau recently hired Jack Knox as assistant director. He is responsible for group tour and convention marketing. Info: 508-454-5633.

The Greater Springfield Convention and Visitors Bureau has just published a Fall Calendar of Events and a redesigned Official Guide to Greater Springfield and the Pioneer Valley. A new, twice-monthly newsbrief, The Insider, keeps GSCVB members up-to-date on bureau programs and tourism issues. In late October, the bureau will host a three-day fam trip for 20 travel writers from across the U.S. Info: 413-787-1548.

Visitors to the Berkshires know that "membership has its privileges." American Express and nine performing arts companies in Berkshire County joined together this summer in a cooperative campaign to attract visitors. Travelers who used the AmEx card at any of the participating organizations received a certificate offering a 20 percent discount to the area's lodging establishments good from November to March. The summer campaign is the first phase of a three-part cross-promotion of the seasons. The winter program will emphasize skiing; museums are the focus in spring. Info: 413-443-9186.

Nantucket will celebrate its island heritage, October 17-23. The first-time celebration of island arts and crafts will feature courses and lectures, demonstrations, and exhibitions. Accommodations and restaurants will offer special rates to registrants. Info: 508-228-1700.

Plymouth County has 243 new rooms in two new hotels. Middleboro is home to the Days Inn's 700th property, and Holiday Inn opened a hotel in Rockland. More than 100,000 travelers stopped at the Route 3 information center during the first 6 months of the year, an increase of 18 percent over 1987. Cranberry World Visitor Center welcomed its three-millionth visitor in July. Info: 617-826-3136.

North of Boston's new edition of the Group Tour Planner is now available. Info: 508-532-1449.

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FYI

* * * **Black Heritage Tourism** will be the focus of a seminar, September 23 & 24 in Boston, presented by the African American Museums Association and Partners for Livable Spaces. The program will explore the role of Black heritage, arts, and culture in communities' cultural tourism strategies. Sponsors include the Office of Tourism. Registration info: 202-887-5990.

* * * **Summer relief:** The Massachusetts Turnpike Authority came to the rescue of the Office of Tourism this summer. Many thanks to Peg Mackenzie for providing additional staff for the four tourist information centers on the turnpike to help with the summer's increased traffic.

* * * **The Mansfield Information Center**, located on I-95, is closed after suffering damage from heavy rains earlier this summer. Repairs by the Massachusetts Department of Public Works are underway, but the Bristol County Development Council may be unable to continue operating the center due to cuts in county funding. The Office of Tourism, the Secretary of Transportation, and the Bristol CDC are working together on a solution to the problem.

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* * * 508 Blues! The Plymouth County Development Council office remains in the 617 area code (617-826-3136), not in 508 as reported in the last Messenger.

* * * The Commonwealth Warriors, the stylish Office of Tourism softball team, captained by Nellie Khoury, suffered a close defeat, 4-3, at the hands of the Beckham Bombers, staff of Beckham Travel and Receptive Services.

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APPLAUSE FROM ABROAD

Despite major cutbacks in services at USTTA travel offices around the world, one British traveler persevered and discovered that the Spirit of Massachusetts reaches across the Atlantic Ocean. Here's an excerpt from the letter she sent to the Office of Tourism:

"I wrote to you on 2 May requesting some brochures and details about Massachusetts because the US Travel Office [USTTA office] in London had run out of literature. I am writing now to thank you for all the information you sent me. My husband and I have just returned from a truly memorable holiday in the States. We spent the four days of the 4th of July holiday in Boston, which couldn't have been better, and did one side trip out to Salem. Then we got the marvellous new train down to Cape Cod and spent a terrific time in Falmouth, Martha's Vineyard, Nantucket, and Provincetown. We had intended hiring a car, but the train and ferry services were so terrific, we just hired bikes when we got to each of our destinations."

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WELCOME . . .

A spirited welcome to Robin A. Brown, general manager, Four Seasons Hotel; Gurgan Giesbert, general manager, Boston Marriott Hotel/Copley Place; Jan Chovanec, acting general manager, Lafayette Hotel; Frank Calaguire, general manager, Hyatt Regency, Cambridge; and Tim O'Brien, communications director, Greater Springfield Convention and Visitors Bureau.

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. . . AND BON VOYAGE!

Best wishes to Alain Piallat, who is leaving his position as general manager of the Boston Marriott Hotel/Copley Place to become the general manager of a new Marriott property in San Francisco which will become Marriott's west coast flagship. During his tenure in Boston, Piallat was an active member of the tourism industry. He was instrumental in developing the Tourism Task Force, which he chaired, and he served on the the New England USA Foundation Board and the Logan Airport Advisory Board.

And congratulations to Richard Hand, a valued member of the Office of Tourism team, who has accepted a fellowship to complete his MBA at Suffolk University and is leaving his full-time position as manager of the office's research programs and contracts. His accomplishments include the development of a sophisticated system to track the results of all Spirit advertising programs and the expansion of the Travel Barometer, a sampling of attendance, lodging, and traffic data, published three times a year. Richard will continue to work part-time at the Office of Tourism.

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MOVING?

If you're changing your address or this newsletter is being sent to the wrong person in your organization, please send us the updated information, together with the five-digit number that appears on your mailing label, to: Michele Nappa, Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202.

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The Spirit Messenger welcomes news of interest to the Massachusetts travel industry. Deadline for the November issue is October 7. Send information to Editor, Spirit Messenger, Massachusetts Office of Travel and Tourism.

T.H.E. MASSACHUSETTS SPIRIT MESSENGER

Number 24, September 29, 1988

Special Edition: Spring/Summer Travel Barometer

BAY STATE REGISTERS MODERATE GROWTH FOR SPRING & SUMMER SEASON

Massachusetts' tourism grew at an estimated 5 percent this spring and summer. Overall attendance was up 5.7% compared to the 1987 season. Both indoor and outdoor museums and attractions had a strong season and admissions gained 7.3%. Beaches had their ups and downs: Salisbury Beach on the North Shore was up 13.4%, but the Cape Cod National Seashore registered a 2.7% drop.

For the 8th consecutive season, use of the state's major tourist information centers increased. This season, more than 755,000 travelers stopped for assistance, 12.2% over 1987.

Highway traffic registered a 5.4% increase, and ferry traffic to Nantucket and Martha's Vineyard jumped 10.1%. Airline passenger counts showed mixed results. The surge in overseas visitors resulted in a 9.2% increase in passengers on international flights, but domestic air travel mirrored a national trend and dipped 2.5%.

Lodging occupancy rates grew 3 to 5% in March and May and dropped from 1 to 4% in April, June and July.

MASSACHUSETTS TRAVEL BAROMETER, SPRING/SUMMER 1988

	SPR/SUM 88	SPR/SUM 87	% +/-
ATTENDANCE (March-August)	18,695,450	17,673,710	+ 5.7%
Museums & Attractions	8,993,418	8,377,684	+ 7.3%
Beaches	5,801,026	5,670,454	+ 2.3%
National Parks	2,555,788	2,395,280	+ 6.7%
State Parks	589,881	557,344	+ 5.8%
Information Centers	755,337	672,948	+12.2%
TRAFFIC (air, highway & ferry)	22,926,729	22,350,364	+ 2.5%
AIR	10,501,974	10,615,272	- 1.0%
(March-July; in & outbound)			
Logan Airport-Domestic	8,972,422	9,207,952	- 2.5%
Logan Airport-International	1,377,387	1,260,399	+ 9.2%
Nantucket Airport	87,298	83,960	+ 3.9%
Barnstable Airport	64,867	62,961	+ 3.0%

[2]

	<u>SPR/SUM 88</u>	<u>SPR/SUM 87</u>	<u>% +/-</u>
HIGHWAY	11,183,307	10,607,196	+ 5.4%
(March-August)			
Massachusetts Turnpike-Westbound	5,462,259	5,084,462	+ 7.4%
Tobin Bridge	4,983,619	4,882,574	+ 2.0%
Sagamore Bridge-eastbound*	133,043	112,255	+18.5%
Bourne Bridge-east & westbound*#	218,530	149,191	+46.4%
I91-north & southbound*	144,016	140,504	+ 2.5%
Route 2-east & westbound*	241,840	238,210	+ 1.5%

* Average daily total

Low 1987 traffic due to major construction project

FERRY	1,241,448	1,127,896	+10.1%
(March-August)			
Steamship Authority			
Martha's Vineyard	976,686	900,498	+ 8.4%
Nantucket	264,762	227,398	+16.4%

Hotel/Motel Occupancy Rates

Month	<u>1988</u>	<u>1987</u>	<u>+/- %</u>	<u>1988</u>	<u>1987</u>	<u>+/- %</u>
	<u>Statewide</u>			<u>Boston/Cambridge</u>		
July	68.6%	71.5%	-4.0%	71.5%	74.0%	-3.3%
June	77.9%	80.1%	-2.7%	83.5%	84.4%	-1.0%
May	67.6%	65.1%	+3.8%	73.8%	69.7%	+5.8%
April	69.6%	70.0%	-0.5%	74.3%	75.4%	-1.4%
March	62.7%	60.9%	+2.9%	68.6%	64.8%	+5.8%

Total Sales Per Occupied Hotel/Motel Room

Month	<u>1988</u>	<u>1987</u>	<u>+/- %</u>	<u>1988</u>	<u>1987</u>	<u>+/- %</u>
	<u>Statewide</u>			<u>Boston/Cambridge</u>		
July	\$147.28	\$136.53	+ 7.3%	\$152.78	\$140.40	+ 8.1%
June	\$165.29	\$145.46	+12.0%	\$180.65	\$156.08	+13.6%
May	\$162.61	\$158.22	+ 2.7%	\$184.81	\$169.66	+ 8.2%
April	\$149.96	\$138.41	+ 7.7%	\$160.63	\$152.92	+ 4.8%
March	\$147.81	\$139.38	+ 5.7%	\$151.57	\$143.69	+ 5.2%

MUSEUMS AND ATTRACTIONS

	<u>SPR/SUM 88</u>	<u>SPR/SUM 87</u>	<u>% +/-</u>
(March-August)			
Greater Boston			
Adams Historic Site	20,064	20,675	- 2.9%
Boston Tea Party	79,400	89,571	-11.3%
Bunker Hill Pavillion	74,332	88,059	-15.5%
Children's Museum	315,982	280,583	+12.6%
Computer Museum	47,892	50,822	- 5.7%
Harvard Museum	122,296	127,679	- 4.2%
Institute of Contemporary Art	28,244	34,561	-18.2%
Isabella Stewart Gardner Museum	80,288	86,907	- 7.6%
John Hancock Observatory	206,485	196,383	+ 5.1%

<u>MUSEUMS AND ATTRACTIONS</u> (March-August)	<u>SPR/SUM 88</u>	<u>SPR/SUM 87</u>	<u>% +/-</u>
Greater Boston (continued)			
JFK Library & Museum	147,904	158,385	- 6.6%
MIT Museums	120,800	116,500	+ 3.6%
Museum of Fine Arts	400,589	373,259	+ 7.3%
Museum of Our National Heritage	N/A		
Museum of Science **	1,446,444	960,528	+50.5%
Museum of Transportation	10,681	9,554	+11.8%
New England Aquarium	867,158	789,014	+ 9.9%
Old State House	53,543	49,639	+ 7.8%
Paul Revere House	128,879	131,784	- 2.2%
Prudential Skywalk	107,649	89,158	+20.7%
Stone Zoo	238,592	274,088	-12.9%
U.S.S. Constitution	61,378	53,570	+14.5%
** Includes attendance at Ramesses the Great exhibit, April 30-August 30			
North of Boston			
Hammond Castle	23,921	25,719	- 6.9%
House of Seven Gables	90,421	92,546	- 2.3%
Museum of American Textile History	20,706	15,841	+30.7%
Peabody Museum	63,125	47,612	+32.5%
Salem Maritime Site	486,037	499,069	- 2.6%
Plymouth			
Edaville Railroad	52,607	46,324	+13.5%
Plimoth Plantation & Mayflower II	456,719	435,691	+ 4.8%
Cape Cod			
Cape Cod & Hyannis Railroad	84,797	82,000	+ 3.4%
Cape Cod Museum of Fine Arts	5,662	3,363	+68.3%
Cape Cod Museum of Natural History	30,928	30,599	+ 1.0%
Heritage Plantation	75,546	78,052	- 3.2%
Pilgrim Monument	87,311	72,685	+20.1%
Sandwich Glass Museum	33,641	33,165	+ 1.4%
Bristol County			
Battleship Cove	81,695	86,781	- 5.8%
Great Woods Performing Arts Center	594,790	615,000	- 3.2%
New Bedford Whaling Museum	38,933	39,141	- 0.5%
Worcester			
Fruitlands Museums (May-Aug)	8,511	9,131	- 6.7%
Higgins Armory Museum ##	24,742	22,405	+10.4%
Mechanics Hall	69,450	71,650	- 3.0%
New England Science Center	N/A	N/A	N/A
Old Sturbridge Village	343,159	355,316	- 3.4%
Whalon Park	182,000	188,000	- 3.1%

Not open throughout the entire fall season.

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<u>MUSEUMS AND ATTRACTIONS</u> (March-August)	<u>SPR/SUM 88</u>	<u>SPR/SUM 87</u>	<u>% +/-</u>
Pioneer Valley			
Basketball Hall of Fame	80,271	80,207	+ 0.1%
Connecticut Valley History Museum	18,539	14,255	+30.0%
Historic Deerfield	N/A		
Riverside Park	756,000	761,000	- 0.6%
Smith Art Museum	26,230	30,433	-13.8%
Springfield Museum of Fine Arts	31,086	32,774	- 5.1%
Springfield Science Center	106,167	79,653	+33.29
The Big E	(open September only)		
Berkshires			
Berkshire Museum	53,728	50,888	+ 5.5%
Berkshire Scenic Railway	8,263	6,940	+19.0%
Clark Art Institute	65,926	66,453	- 0.7%
Hancock Shaker Village	34,792	34,376	+ 1.2%
Norman Rockwell Museum	73,958	69,822	+ 5.9%
Tanglewood Music Festival	325,157	320,074	+ 1.5%
National Parks			
Boston National Park	1,385,845	1,464,055	- 5.3%
Lowell National Park	515,425	328,011	+57.1%
Minuteman National Park	654,518	603,214	+ 8.5%
State Parks			
Fall River Heritage Park	179,210	119,628	+49.8%
Georges Island (MDC)	87,945	140,584	-37.4%
Nickerson State Park	198,820	164,032	+21.2%
Parker State Forest	70,075	81,159	-13.6%
Standish State Park	53,831	51,941	+ 3.6%
Beaches			
Cape Cod National Seashore	3,209,873	3,301,594	- 2.7%
Crane's Beach	150,199	173,177	-13.2%
Horseneck Beach	395,932	392,915	+ 0.7%
Salisbury Beach	2,045,022	1,802,768	+13.4%

The Massachusetts Travel Barometer samples attendance, traffic, and lodging data from throughout the state. Barometer reports are compiled for the spring/summer, fall, and winter seasons. Sources include: Laventhol and Horwath for lodging statistics; Massachusetts Turnpike Authority for traffic; Massport for Tobin Bridge and Logan Airport traffic; and the Massachusetts Department of Public Works for Route 2 and I91 traffic and Sagamore and Bourne bridges. For more information, contact Richard Hand at the Massachusetts Office of Travel and Tourism, 617-727-8836.

T·H·E
MASSACHUSETTS
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MESSENGER

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OFFICIAL DOCUMENT
TO LEGAL

OCT 1 1988

100 copies of Massachusetts
Department of Transportation

Number 25, September 29, 1988

Special Report on Economic Impact and Visitor Demographics

STATE'S TRAVEL INDUSTRY WILL GENERATE \$13.8 BILLION IN ECONOMIC ACTIVITY IN 1988

28.8 million visitors to Massachusetts will generate \$13.8 billion in economic activity and \$7.8 billion in direct revenues in 1988, according to new projections by the Massachusetts Office of Travel and Tourism. Revenues will grow 6.8% and the number of visitors, 3.8%. Travelers will generate almost \$400 million in state and local taxes and \$565 million in federal taxes for a total of \$960 million. In 1988, employees in the Massachusetts travel industry will earn more than \$1.7 billion, an increase of 6.8%.

The new estimates are based on final 1987 statistics from the United States Travel Data Center and the United States Travel and Tourism Administration.

International travelers to Massachusetts in 1988 will continue to represent the fastest growing market segment. The number of international visitors will increase 7.3% but their spending is expected to increase 15.3%.

Massachusetts Tourism -- Key Statistics

	1988 (estimate)	+/-%	1987 (actual)	+/-%	1986 (actual)
All Travelers	28.8m	+ 3.8	27.8m	+ 5.2	26.4m
Domestic	27.5m	+ 3.6	26.5m	+ 4.7	25.3
International	1.35m	+ 7.3	1.26m	+16.2	1.08m
Economic impact	\$13.82b	+ 6.8	\$12.94b	+ 8.6	\$11.92b
Direct spending	\$7.81b	+ 6.8	\$7.31b	+ 8.6	\$6.74b
Domestic	\$6.89b	+ 5.8	\$6.52b	+7.2	\$6.08b
International	\$914m	+15.3	\$793m	+21.4	653m
Taxes	\$960m	+ 6.8	\$899m	+10.3	\$815m
State & local	\$395m	+ 6.8	\$370m	+12.5	\$329m
Federal	\$565m	+ 6.8	\$529m	+ 8.6	\$487m
Payroll	\$1.74b	+ 6.8	\$1.63b	+ 9.6	\$1.49b
Employment	120,500	+ 6.9	112,800	+ 7.3	105,100

(Note: Direct spending measures actual purchases by travelers from Massachusetts businesses. These businesses, in turn, use traveler dollars to pay wages and purchase goods and services from their suppliers. Economic impact measures this chain of buying and selling within Massachusetts.)

[2]

The newly-released 1987 study, Travel and Tourism in Massachusetts: Economic Impact and Visitor Demographics, shows revenues and the number of travelers grew faster than originally projected by the Office of Tourism. The number of travelers increased 5.2%, as compared to a 4.3% projection, and revenues increased 8.6%, compared to a 7.3% projection. It's important to note that the report uses the U.S. Travel Data Center's definition of a domestic traveler as a Massachusetts or out-of-state resident who spends one night or more away from home or who travels at least 100 hundred miles one way. The report's findings, therefore, do not include most day trips.

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HIGHLIGHTS OF 1987 ECONOMIC IMPACT STUDY & VISITOR PROFILE
Massachusetts' travel industry generated significant employment gains in 1987. The industry's 7% growth outpaced the state's overall job growth rate of 2%.

Job and Wage Creation

	1987	1986	+/-%
Tourism Jobs	112,800	105,100	+7.3%
Tourism Wages	\$1.628b	\$1,485b	+9.6%

**

More than 70% of all domestic travelers to Massachusetts come from the New England and Mid-Atlantic states. 16% of all domestic travelers come from Massachusetts.

Origin of Visitors to Massachusetts

	1987	1986	+/-%
All Visitors	27,757,000	26,382,000	+ 5.2%
Domestic	26,500,000	25,300,000	+ 4.7%
Massachusetts	4,240,000	4,000,000	+ 6.0%
Other New England	6,625,000	4,600,000	+44.0%
Mid-Atlantic	7,950,000	7,800,000	+ 1.9%
Other U.S.	7,685,000	8,900,000	-13.7%
International	1,257,000	1,082,000	+16.2%
Overseas	789,000	670,000	+17.8%
Canadian	468,000	412,000	+13.6%

**

Travelers to Massachusetts tended to be better educated and worked more frequently in professional or managerial occupations than national traveler norms. Incomes of Massachusetts visitors were also higher than average.

Demographics of Domestic Travelers, 1987

	Mass. U.S.			Mass. U.S.	
Two-Wage Earners	50%	39%	Graduate Degree	24%	10%
18-34 Years Old	40%	42%	White Collar Job	72%	50%
35-54	42%	36%	Professional/Manager	41%	36%
Over 54	18%	22%	\$30,000+ Income	67%	51%
College Degree	61%	30%	\$40,000+ Income	51%	32%

**

The majority of visitors to Massachusetts came for pleasure. 29% came for business.

Reason For Visit, Domestic Travelers, 1987

	Number	% of Total		Number	% of Total
Total	26,500,000	100.0%	Business	7,685,000	29.0%
Pleasure	17,225,000	65.0%	Combined	1,590,000	6.0%

**

Weekend trips were the dominant form of travel to Massachusetts. They accounted for 53% of all Massachusetts visits, well over the national norm of 47%. The high number of weekend trips brought the average stay in Massachusetts to 3.1 nights versus a 5.2 national average. Visitors took more day trips to Massachusetts, 12% versus 8% nationally. Visitors to Massachusetts were more likely to stay in paid accommodations, 53% versus 44% nationally, so their shorter stays had greater economic impact.

Trip Characteristics of Domestic Travelers, 1987

	Mass.	U.S.		Mass.	U.S.
Weekend Trip	53%	47%	Main Activity:		
Vacation Trip	65%	65%	Visit Friends/Family	32%	37%
Average Nights	3.1	5.2	Entertainment	30%	21%
No Nights	12%	8%	Business	29%	17%
One to Three	68%	51%	Other	9%	10%
Four to Nine	17%	30%	Persons Per Trip		
Ten or more	3%	12%	One Person	26%	28%
Paid Accommodations	53%	44%	Two	38%	29%
Stay with Friends/Family	35%	39%	Three or More	36%	43%
Travel by Automobile	77%	76%	With Children	32%	34%
By Airplane	20%	20%			
By Bus	2%	2%			

**

International travelers spent more than twice as much per trip than domestic travelers.

Traveler Spending Per Trip, 1987

	International	Domestic
Total Travel Dollars	\$793m	\$6.518b
Total Visitor Trips	1,257,000	26,500,000
Dollars per Trip	\$631	\$246

**

Greater Boston generated more than two-thirds of the state's total domestic travel spending, but all regions derived substantial economic benefit from the travel industry. Growth was strongest in the northeast and west in 1987.

Regional Impact of Domestic Traveler Spending*

	1987	1986	+/-%	% of 1987 total
Statewide	\$6.518b	\$6.082b	+ 7.2%	100.0%
Greater Boston	\$4.452b	\$4,135b	+ 7.7%	68.3%
Southeast	\$1.012b	\$1,039b	- 2.6%	15.5%
West/Central	\$ 699m	\$ 609m	+14.8%	10.7%
Northeast	\$ 356m	\$ 298m	+19.5%	5.5%

[4]

Other Regional Impact of Domestic Travel, 1987

	Jobs	Wages	State Tax	Local Tax
Statewide	99,253	\$1.436b	\$256.9m	\$73.2m
Greater Boston	68,156	\$1.049b	\$169.2m	54.2m
Southeast	14,320	\$ 183m	\$ 38.8m	9.6m
West/Central	11,077	\$ 137m	\$ 31.5m	5.7m
Northeast	5,700	\$ 67m	\$ 17.4m	3.7m

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* Greater Boston consists of Suffolk, Norfolk and Middlesex counties; Southeast consists of Bristol, Plymouth, Barnstable, Dukes and Nantucket counties; West consists of Worcester, Franklin, Hampshire, Hampden and Berkshire counties; and Northeast is Essex County.

MASSACHUSETTS' TRAVEL ADVERTISING BOOSTS CONSUMER AWARENESS

Consumer awareness of Massachusetts advertising rose significantly following the spring Spirit of Massachusetts advertising campaign, according to a new study of 400 consumers in metropolitan New York, metropolitan Philadelphia, Rhode Island, Connecticut, and Massachusetts. 53% of those surveyed following the campaign claimed to have seen, heard or read Massachusetts advertising, an increase of seven percentage points over pre-campaign results.

The study also surveyed how consumers perceive Massachusetts as a destination and how they plan their trips. Highlights:

- A majority of consumers surveyed revealed that they were considering Massachusetts for a future pleasure trip and that they preferred Massachusetts over other New England states.
- 44% of consumers planning vacations of less than one week plan less than one month in advance. Longer trips of a week or more are generally given more advance planning; only 10% plan for longer trips less than a month in advance.
- A majority of consumers, 68%, regularly receive vacation information from their friends and relatives, and almost half, 49%, receive their information from a travel agent or in a travel brochure, 47%. Fewer consumers (19%) regularly contact a state or city travel office for their vacation information but 59% have written or called an official travel office at least once during their vacation planning process.

The study was conducted by RL Associates, a national research firm.

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For a complete copy of the report, **Travel and Tourism in Massachusetts: Economic Impact and Visitor Demographics**, contact the Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202. 617-727-8836.

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NOV 1 1988

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Depository Copy

No. 26, November 4, 1988

CATCH THE NEW SPIRIT GUIDEBOOK! An all-new 200-page travel publication, The Spirit of Massachusetts Guidebook, will be ready in time for the holidays. The magazine-style guide is a significant departure from previous Spirit publications in its editorial content and its funding. The guidebook is an omnibus, all-season guide to the Bay State. In addition to regional copy and attractions listings, the book includes an annual calendar, a tear-out highway map, information on state and national parks, fall foliage, skiing and more than 100 4-color photographs.

The guide will be the principal fulfillment piece for the Spirit of Massachusetts advertising campaign and general consumer inquiries. The Spirit of Massachusetts Holiday Planner will continue to be used to fulfill bulk distribution.

Half-a-million copies of the guidebook have been printed. The first edition will be distributed through spring 1990; thereafter, the books will be produced annually.

The guidebook is published by GTE Travel Enterprises and includes paid advertising. The collaboration with GTE/TE allows \$500,000 to be directed towards marketing and advertising that was previously dedicated to collateral.

For a copy of the Spirit of Massachusetts Guidebook, call, toll-free, 1-800-447-MASS, extension 300.

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SPIRIT SKI CAMPAIGN MOVES MOUNTAINS The Office of Tourism and the state's ski areas are giving away mountains this winter. A \$15,000 sweepstakes offering season ski passes, equipment, and getaway ski vacations is the centerpiece of this year's ski promotion, "Lift Your Spirits, Ski Massachusetts." Grand prize in the sweepstakes is a MassPass, which provides unlimited free skiing at all 28 ski areas for the 1989/90 season and equipment -- skis, poles, boots and bindings -- for a group of four people.

Unlike previous "Ski Easy" campaigns that focused on weekday skiing, the new program promotes skiing all week long.

Partners in the "Lift Your Spirits" campaign are the Office of Tourism, the Massachusetts Ski Areas Association, 28 downhill and cross-country ski areas, the Massachusetts Turnpike Authority, Ski Market, and a new participant, Rhode Island-based Alpine Ski/Sports.

The campaign includes radio and newspaper advertisements, a brochure, a direct mail program, and a ski conditions hotline. A black-and-white newspaper ad, headlined, "Win a Year's Supply of Free Mountains," will run in Providence, Hartford, Albany and Boston. The ad includes a sweepstakes coupon and a list of all participating ski areas. In Massachusetts, a 60-second radio spot will send listeners to participating retailers to pick up a brochure and enter the sweepstakes. Radio time has been purchased through the Massachusetts Broadcasters' Association at a significant discount. A copy of the radio buy is available from the Office of Tourism.

[2]

The print advertising schedule is as follows: Providence Journal - January 9 and 23, February 6, a special February section, date to be determined, March 6; Hartford Courant - January 5, 15 and 19, February 2 and 16, March 2; Albany Times-Union - January 12 and 26, February 9, 12 and 16, March 2 and 5; Boston Globe - January 8. Print insertion dates are subject to change. When planning tie-in advertising, please check schedules with each publication.

The 4-color "Lift Your Spirits" brochure includes a sweepstakes coupon and information on locations, hours, lift prices, trail descriptions, facilities, and ski packages at all 28 participating areas. It will be distributed at Massachusetts Turnpike tollbooths, tourist information centers, 13 Ski Market stores, and 6 Alpine Ski/Sports stores. Distribution will begin in early December.

To encourage skiers to try different ski areas, each ski area will draw a winner from sweepstakes coupons deposited at its area and give away a single season pass for the 1989/90 season.

Other prizes include 28 ski weekends for two (lodging, lift tickets, and a set of Sport Graphic ski luggage) and a set of ski equipment for one.

Sweepstakes prizes have been donated by the campaign partners.

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PILOT DIRECT MAIL PROGRAM TAKES OFF A new direct mail program is in the works to stimulate group tour travel to Massachusetts for Spring/Summer 1989. The Office of Tourism invited 35 top tour companies to participate in this direct mail program which will feature commissionable group tour packages to Massachusetts for booking by targeted travel agents nationwide. The brochure will be sent to more than 20,000 qualified travel agents and will be distributed at key travel shows in domestic and international markets.

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TREND WATCH: U.S. VACATIONERS TRAVEL MORE, STAY OVERNIGHT LESS Americans are taking more vacations, but staying closer to home, according to data from the U.S. Travel Data Center. Preliminary data for the first 7 months of 1988 show the number of vacation trips is up 9 percent while the number of vacation nights is down 2 percent. The growth in pleasure trips is three times the growth rate of 1987.

Popularity of weekend travel continues to rise; weekend vacation trips are growing significantly faster than non-weekend trips, 11.3 percent compared to 6.9 percent.

Based on 1987 data from the USTDC, the Office of Tourism projects that Massachusetts will keep pace with the national trend for weekend travel. In 1987, weekend trips were the dominant component of Massachusetts travel accounting for 53 percent of all Massachusetts visits.

USTDC's data show travel prices are growing faster than overall consumer prices. The Travel Price Index is up 4.4 percent compared to a 3.9 percent growth in the consumer price index. The sharpest travel price increases are those in the lodging and entertainment sectors. In contrast, the growth in transportation costs has slowed due to stable airline fares.

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TIA'S "DISCOVER AMERICA" TAKES TO THE AIR The Travel Industry Association's "Discover America" campaign is now being seen by television viewers in more than 100 markets. A "Discover America" segment is included in "The Great Escape," a weekly, half-hour, syndicated travel show that premiered in early October. Richard Rust, director of the Massachusetts Office of Tourism, has been a major architect of the "Discover America" campaign in his role as public sector co-chair of the program, which is designed to increase travel within the United States.

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BSO TOURS EUROPE The Boston Symphony Orchestra will begin the month of December on a high note as they make a two-week European tour. The Office of Tourism along with TWA and Thomas Cook Travel are sponsoring receptions in several cities where

the BSO is performing, to solicit increased pleasure and business travel to Massachusetts. Top travel agents and key corporate and incentive clients in London, Amsterdam, Brussels, Paris, Berlin and Frankfurt will be invited to attend the Symphony's concert followed by a reception.

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TWA SELLS SHOPPING TRIPS TO BRITS TWA, a major partner in New England's UK marketing efforts, has developed a new Boston weekend shopping package under the "TWA Getaway New England" banner. TWA ads in Harpers and Queens magazine and the Guardian newspaper promote Boston's shopping, nightlife, history, culture and day trips to places such as Plimoth Plantation and Old Sturbridge Village. The 3- and 4-day packages with car start as low as 299 pounds.

Jetsave, Britain's second largest tour operator, has added a Cape Cod tour to its range of American tours. Next summer's Cape package will start at 489 pounds for airfare, seven nights, and a car.

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U.S., JAPAN AGREE ON VISA WAIVER A new agreement between the U.S. and Japan to waive tourist visas should accelerate the growth of Japanese tourists to the Bay State. The new accord will enable Japanese tourists with non-refundable roundtrip air tickets to travel to the U.S. without first obtaining a visa. A similar program is now in effect between the U.S. and Britain. The Office of Tourism projects that 111,600 Japanese travelers will visit Massachusetts by the end of the year, an increase of 25 percent over 1987.

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BOSTON ROLLS OUT THE RED CARPET FOR JAPANESE COUPLE Wedding bells rang recently for Kenichi Shimizu and his bride, Yukiko Fukuda who traveled from Tokyo to Boston to be married. Being married or honeymooning in foreign destinations is the latest trend in Japan, creating a new and growing segment of Japanese travelers. Together the Office of Tourism, Massport and the Boston Convention and Visitors Bureau organized a whirlwind two-day wedding trip in Boston complete with all the pre-wedding preparations and arrangements. The Shimizus were married in a traditional American wedding ceremony at the Martha Mary Chapel in Sudbury followed by a luncheon at The Wayside Inn.

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USTTA AIMS TO REOPEN CONSUMER OFFICES The United States Travel and Tourism Administration hopes to reopen its consumer walk-in offices in key overseas markets, according to George Kauss, assistant secretary for tourism marketing. Kauss said the agency is developing a new proposal for supplemental funding and developing more cooperative programs with the private sector in order to better serve overseas travelers heading to the United States. Kauss told Travel Weekly he expects a Visit USA Consumer Information Office will be opened in London this month under the sponsorship of AT&T with other consumer offices to open in other key markets next year. Charles Cobb, Jr. was recently appointed under secretary of Commerce for Travel and Tourism, USTTA. He succeeds Donna Tuttle.

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REGIONAL ROUNDUP County coffers continue to feel the effect of Proposition 2 1/2 resulting in severe cuts in funding to several regional tourist councils. The North of Boston Tourist Council lost all \$40,000 in funding from Essex County. The Berkshire Hills Visitors Bureau suffered a 67 percent decrease in county funding and the Bristol County Development Council took a 39 percent cut.

Congratulations to the Berkshire Hills Visitors Bureau which celebrates its 50th Anniversary this year. The Bureau was incorporated on March 19, 1938 and will celebrate its half-century of service to travelers with a cruise party aboard the U.S.S. Hilton in Pittsfield on November 19. Info: 413-443-9186.

[4]

In November, **The Greater Springfield Convention and Visitors Bureau** will debut a "ValleyGuides" training program. The half-day seminar is open to Bureau members and is designed to further educate participants on the valley's historical and cultural wealth so they can effectively provide quality services to travelers. Info: 413-787-1548.

"Celebrate **Worcester**," the first annual downtown fall festival held October 8-10 was a great success. The festival featured music, food, games, artisans, and a special concert by Tom Rush. More than 2000 conventioners from Emery Waterhouse descended upon Worcester at the end of September for a three-day convention. The group had such a good time that they plan to return in 1989. Info: 508-753-2920

Plimoth Plantation in Plymouth will present a new "Elizabethan Christmas" program complete with a 17th-century holiday buffet, craft demonstrations, singing, games and story telling. All events occur during the first two weekends in December. Ilene Berger of the Plymouth Information Center received a plaque of appreciation from the American Lung Association for her help during their Autumn Escape Bike Trek. The information center was the starting point for the fund raiser which took more than 250 bikers from Plymouth to Provincetown. Info: 617-826-3136.

The Northern Middlesex Convention and Visitors Bureau was one of the sponsors for the first "Merrimack Valley Business Opportunities Conference and Exhibit" held in Lowell Memorial Auditorium on October 26. The conference attracted more than 100 exhibitors from the Merrimack Valley and Greater Boston and was intended to showcase the auditorium as a site for future trade shows and conventions. Info: 508-454-5633

The North of Boston Tourist Council will host a familiarization tour/trade show for tour operators and travel agents slated for May 1989. Info: 508-532-1449.

Bristol County's 18th Annual Factory Outlet Guide is now available. Info: 508-997-1250.

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FYI ** El Al is now operating nonstop service once a week between Boston and Tel Aviv.

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QUOTABLE "The American holiday boom is here to stay [in Britain] no matter what fluctuations there are in the value of the dollar."

-- Chris Smart, managing director, Jetsave (British tour operator)

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WELCOME A spirited welcome to Rex Chambers, marketing director, Jiminy Peak ski area; Francois L. Nivaud, managing director, Boston Harbor Hotel; Lisa Fruitt, vice president of communications, Guest Quarters Suite Hotels; Rich Kreswick, general manager, the Worcester Centrum; Sandy Landstrom, general manager, the Worcester Marriott Hotel; Joseph Malone, managing director, Boston Park Plaza Hotel.

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DEADLINES Spirit of Massachusetts Spring/Summer Calendar: information deadline is December 19. Send information to Kim Thompson, Office of Tourism.

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MOVING? If you've moved or this newsletter is being sent to the wrong person in your organization, please send us the updated information, together with the five-digit number that appears on your mailing label, to: Michele Nappa, Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202.

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The Spirit Messenger is published 6 times a year with additional special issues on seasonal travel barometers and Spirit advertising schedules. The Messenger welcomes news of interest to the Massachusetts travel industry. Deadline for the January issue is December 7. Send information to Editor, Spirit Messenger, Massachusetts Office of Travel and Tourism.

MASSACHUSETTS TRAVEL & TOURISM

GOVERNMENT DOCUMENTS
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NOV 23 1988

University of Massachusetts
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essenger Number 27, 14 November 1988

SPIRIT OF MASSACHUSETTS SPRING/SUMMER PRINT ADVERTISING SCHEDULE

The Massachusetts Office of Travel and Tourism has announced the Spirit of Massachusetts print advertising schedule for spring 1989. Insertion rates are subject to change. When planning tie-in advertising, please check schedules with each publication. All schedules refer to issue dates. Complete details of the spring/summer marketing program, including television advertising, will be announced in early spring.

Key:
=full page
=half page
=eastern or northeastern regional edition
=national/all editions

<u>Publication</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>
Better Homes & Gardens R		P		P
Black Enterprise N	H		H	
Bonde Nast Traveler N	P	P		P
Country Living R		P		P
Ebony N	H		H	
Essence N		H		H
EO Plus R	P		P	
Gannett travel supplement* R			TBD	
Gourmet N	P	P	P	
Ladies Home Journal R	P		P	
National Geographic Traveler (qtr) N		P.....		
New England Monthly N	P		P	
New Jersey Monthly N		P		P
New York Magazine N	P3/20	P4/10		P6/12
New York Times Magazine N	H3/26	H4/23	H5/28	
New Yorker N	P3/20	P4/3	P5/15	
Newsweek R	P3/20	P4/10	P5/15	
Philadelphia Inquirer Magazine N	H3/26	H4/23	H5/28	
People R		P4/17		P6/19
Reader's Digest R	P		P	
TV Guide R		P4/10	P5/8	P6/12
Vanity Fair N	P		P	
Venue N		P		P
Venue Guide (annual) N		P.....		

* 8-page advertorial supplement appearing in daily newspapers in New York, New Jersey, Pennsylvania, and Delaware



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OFFICE OF MASSACHUSETTS
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Number 28, December 1988

Special Edition: Fall Travel Barometer

The fall travel results reflect a softening in the domestic market and more cautious spending by travelers. Statewide hotel occupancy rates showed declines in September and October (-7.2% and -1%). Boston's occupancy rates dropped 5% in September, then showed a modest increase of 2.6% in October.

The season's aggregate attendance number jumped 13.2%, due to major increases in no- or low-cost activities, such as use of beaches and state parks. By contrast, attractions and museums, which typically charge admission fees, increased only 2.3% overall.

Air travel registered a 5.3% increase, boosted by an 18.3% in international arrivals and departures. Domestic traffic at Logan was up 3.7%. Highway traffic counts dropped 7.1%, due, in part, to construction projects.

Major increases in visitor counts at the Charlton East and Plymouth centers drove overall use of information centers up 12.8%.

MASSACHUSETTS TRAVEL BAROMETER, FALL 1988

	FALL 88	FALL 87	% +/-
ATTENDANCE (Sept-Nov)	10,591,729	9,359,718	+13.2%
Museums & Attractions	3,840,550	3,755,854	+ 2.3%
Beaches	2,711,293	2,164,904	+25.2%
National Parks	1,025,638	1,032,146	-0.6%
State Parks/Heritage State Parks	2,707,042	2,134,565	+26.8%
Information Centers	307,206	272,249	+12.8%
TRAFFIC (Sept-Nov)	10,019,776	10,176,726	- 1.5%
(air/highway/ferry)			

LODGING

Hotel/Motel Occupany Rates

Month	1988	1987	+/- %	1988	1987	+/- %
	Statewide			Boston/Cambridge		
Sept	76.4%	82.3%	-7.2%	83.2%	87.5%	-5.0%
Oct	82.9%	83.7%	-1.0%	89.3%	87.0%	+2.6%
Nov	N/A			N/A		

Sales Per Occupied Hotel/Motel Room

Month	1988	1987	+/- %	1988	1987	+/- %
	Statewide			Boston/Cambridge		
Sept	\$149.00	\$138.86	+7.3%	\$158.11	\$145.19	+8.9%
Oct	\$145.75	\$136.34	+6.9%	\$159.35	\$145.79	+9.3%
Nov	N/A			N/A		

MASSACHUSETTS SPIRIT MESSENGER

	FALL 88	FALL 87	% +/-
AIR	4,246,677	4,034,780	+ 5.3%
(Sept-Nov, in- & outbound)			
Logan Airport-Domestic	3,624,973	3,492,756	+ 3.7%
Logan Airport-International	570,717	482,073	+18.3%
Nantucket Airport	29,677	38,544	-23.0%
Barnstable Airport	21,310	21,407	- 0.4%
HIGHWAY	5,235,707	5,640,676	- 7.1%
(Sept-Nov)			
Massachusetts Turnpike-westbound	1,798,491	1,690,024	+ 6.4%
Tobin Bridge#	3,228,276	3,749,336	-13.9%
Sagamore Bridge-eastbound*	39,289	38,519	+ 2.0%
Bourne Bridge-east- & westbound*	67,869	66,344	+ 2.3%
I91-north & southbound*	75,257	70,733	+ 6.4%
Route 2-east- & westbound*	26,525	25,720	+ 3.1%
FERRY (Sept-Nov)	537,392	501,270	+ 7.2%
Steamship Authority			
Martha's Vineyard	421,850	397,023	+ 6.2%
Nantucket	115,542	104,247	+10.8%
MUSEUMS AND ATTRACTIONS (Sept-Nov)			
<i>Greater Boston</i>			
Adams Historic Site	9,388	10,836	-13.3%
Boston Tea Party Ship & Museum	27,348	34,755	-21.3%
Bunker Hill Pavillion	N/A	N/A	
Children's Museum	94,972	98,217	- 3.3%
Computer Museum	14,762	14,660	+ 0.7%
Harvard Museums	N/A	N/A	
Institute of Contemporary Art	N/A	N/A	
Isabella Stewart Gardner Museum	35,832	40,392	-11.2%
John Hancock Observatory	88,224	89,341	- 1.2%
JFK Library & Museum	80,259	71,522	+12.2%
MIT Museums	58,200	55,000	+ 5.8%
Museum of Fine Arts	214,952	290,077	-25.9%
Museum of Our National Heritage	11,594	14,783	-21.5%
Museum of Science	388,635	367,821	+ 5.6%
Museum of Transportation	5,752	4,886	+17.7%
New England Aquarium	275,313	273,200	+ 0.7%
Old State House	29,287	22,122	+32.3%
Paul Revere House	60,337	53,763	+12.2%
Prudential Skywalk	51,546	43,098	+19.6%
Stone Zoo	57,058	45,475	+25.4%
U.S.S. Constitution	22,549	21,172	+ 6.5%
<i>North of Boston</i>			
Hammond Castle	11,813	10,634	+11.0%
House of Seven Gables	46,462	46,573	- 0.2%
Museum of American Textile History	2,506	2,751	- 8.9%
Peabody Museum	34,718	25,006	+38.8%
Salem Maritime Site	216,733	193,448	+12.0%

Reduction in traffic due to major construction project

* Average daily total

MUSEUMS & ATTRACTIONS**FALL 88****FALL 87****% +/-***Plymouth*

Edaville Railroad	49,156	45,785	+ 7.3%
Plimoth Plantation & Mayflower II	259,378	246,797	+ 5.1%

Cape Cod

Cape Cod & Hyannis Railroad	25,299	28,032	- 9.7%
Cape Cod Museum of Fine Arts	N/A	N/A	
Cape Cod Museum of Natural History	11,151	11,903	- 6.3%
Heritage Plantation	25,086	21,483	+16.7%
Pilgrim Monument	33,002	29,351	+12.4%
Sandwich Glass Museum	21,702	24,123	-10.0%

Bristol County

Battleship Cove	29,098	25,936	+12.1%
Great Woods Performing Arts Center	121,447	Closed	
New Bedford Whaling Museum	14,190	15,489	- 8.3%

Worcester

Fruitlands Museums	5,284	5,057	+ 4.4%
Higgins Armory Museum	6,893	5,777	+19.3%
Mechanics Hall	51,943	38,249	+35.8%
New England Science Center##	11,137	9,168	+21.4%
Old Sturbridge Village	127,584	121,558	+ 4.9%
Whalom Park	26,000	21,400	+21.5%

Pioneer Valley

Basketball Hall of Fame	24,243	24,834	- 2.3%
Connecticut Valley History Museum	8,010	5,541	+44.5%
Historic Deerfield	N/A		
Riverside Park	26,000	68,000	-61.7%
G. Walter Smith Art Museum	13,468	13,106	+ 2.7%
Springfield Museum of Fine Arts	51,090	11,876	+330.2%
Springfield Science Center	37,542	32,825	+14.3%
The Big E (Sept only)	1,012,543	993,417	+ 1.9%

Berkshires

Berkshire Museum	27,181	25,867	+ 5.0%
Berkshire Scenic Railway	6,392	3,636	+75.8%
Clark Art Institute	32,077	36,323	-11.6%
Hancock Shaker Village	22,846	19,027	+20.0%
Norman Rockwell Museum	44,015	41,762	+ 5.3%
Tanglewood Music Festival	Closed		

BEACHES (Sept-Nov)

Cape Cod National Seashore	1,536,178	1,312,104	+17.0%
Crane's Beach	25,861	19,398	+33.3%
State beaches-northeast	868,509	631,296	+37.6%
State beaches-southeast	280,745	202,106	+39.0%

NATIONAL PARKS (Sept-Nov)

Boston National Park	628,116	597,554	+ 5.1%
Lowell National Park	129,210	156,767	-17.5%
Minuteman National Park	268,312	277,825	- 3.4%

Does not include November

MASSACHUSETTS **SPIRIT** MESSENGER

	FALL 88	FALL 87	% +/-
STATE PARKS/HERITAGE STATE PARKS			
(Sep-Nov)			
Berkshire	231,495	192,236	+20.4%
Pioneer Valley	378,184	267,478	+41.4%
Worcester	576,296	466,171	+23.6%
Northeast	650,286	605,270	+ 7.5%
Southeast	870,781	603,410	+44.3%
INFORMATION CENTERS (Sep-Nov)			
Boston Common	82,162	87,740	- 6.4%
Charlton East	68,519	38,365	+78.6%
Charlton West	19,473	20,131	- 3.3%
Lee	24,700	37,549	-34.2%
Mansfield	Closed		
Natick	12,017	10,191	+17.9%
Plymouth	100,335	78,273	+28.2%

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The *Massachusetts Travel Barometer* samples attendance, traffic, and lodging data from throughout the state. Barometer reports are compiled by the Massachusetts Office of Travel and Tourism for the spring/summer, fall, and winter seasons. Sources include: Laventhol and Horwath for lodging statistics; Massachusetts Turnpike Authority for traffic; Massachusetts Port Authority for Tobin Bridge and Logan Airport traffic; Department of Environmental Management for state parks and beaches; and the Massachusetts Department of Public Works for Route 2 and I91 traffic and Sagamore and Bourne bridges. For more information, contact Richard Hand at the Massachusetts Office of Travel and Tourism, 617-727-8836.

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T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

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GOVERNMENT DOCUMENT
COLLECTION

Number 29, January 1989

TRAVEL AGENTS RECEIVE LICENCE TO EARN The Massachusetts Office of Tourism and 16 tour operators have teamed up to market Massachusetts directly to travel agents throughout the United States and abroad. A new publication, *Massachusetts Group Tour Packages*, lists 36 spring and summer group tours. The brochure's "licence to earn" theme emphasizes agent commissions of 10 to 25 percent. Products consist of scheduled tours, tours offered by Massachusetts receptive operators, wholesale tours, and sightseeing packages. Each listing includes prices, dates, and accommodations. The tour booklet will be mailed to travel agents this month and distributed at major travel shows. 20,000 copies have been produced.

To encourage recipients to read the booklet and familiarize themselves with the packages, travel agents who complete a short, travel quiz about Massachusetts will be eligible to win a New England Clambake for 12.

Partners in the program include Tauck, Domenico, Globus-Gateway, Cosmos, Maupintour, Starr Tours, and Casser Tours. Massachusetts companies include Tourco, Country Squire Tours, Hospitality Tours, Cape Cod Custom Tours, Yankee Holidays, Colpitts World Travel, Byrne & Proctor Travel Agency, Beckham Receptive Services, and Brush Hill Tours.

For a copy of *Massachusetts Group Tour Packages*, call Nellie Khoury at 617-727-3232.

>>

SUMMER'S IN THE MAIL The first sign of summer is coming early to 200,000 travelers in the northeast. A direct mail brochure promoting the new *Spirit of Massachusetts Guidebook* will be in the mail by mid-January. The program targets 180,000 respondents to last summer's *Spirit of Massachusetts* advertisements. Two additional lists are being tested: members of the Vacation Club, a paid membership organization, and Hyatt Weekenders, travelers who've stayed at least twice on weekends at the Hyatt Regency, Cambridge. The full-fledged direct mail program follows a test mailing last spring to 21,000 travelers that resulted in a 30 percent response rate.

>>

BAY STATE BUDGET RANKS 11TH Ten states now outspend Massachusetts in tourism marketing, according to the latest survey of 1988/89 budgets by the United States Travel Data Center. The Bay State ranked 7th in 1987/88 and 1986/87 and 3rd in 1985/86. New York continues to outspend every other state with a total annual budget of \$24.3 million, closely followed by Illinois with a budget of \$23.9 million. Collectively, the 50 states will spend more than \$317 million during the 1988/89 year, a 9 percent increase over 1987/88.

>>

OFFICE AUTOMATION SPEEDS UP TRAVELER REQUESTS The Office of Tourism's telephone operators have traded in their typewriters and hand-written labels for computer terminals and high-tech telephone headsets. Telephone and mail requests for the new *Spirit Guidebook* are now inputted directly into a computer, then sent via electronic mail to the Office's fulfillment center. For travelers, the computerized system means travel guides arrive a lot faster. For Tourism staff,

the new system provides more accurate tracking of publications requests and inventories and the ability to develop additional traveler databases.

>>

GOVERNOR'S TOURISM CONFERENCE SCHEDULED FOR APRIL The Second Annual Massachusetts Governor's Conference on Travel and Tourism will take place, April 5 & 6 in Plymouth, so mark your calendar and plan to attend the only state-wide forum on the travel industry. Watch your mail for information on speakers, programs, and registration.

>>

SKI CONDITIONS PHONE LINE The Office of Tourism is, once again, providing skiers with weekday ski reports. The state-wide reports are updated daily, Monday-Friday. In Massachusetts, call, toll-free, 1-800-632-8038; from all other northeast states, call, toll-free, 1-800-343-9072.

>>

SKI EXPRESS The Berkshire Hills Visitors Bureau, American Express, and eight downhill ski areas are offering skiers some great bargains. Offerings include \$15 "learn-to-ski" packages, complete with a lesson, equipment, and lift ticket, and 2-for-1 lift tickets. The brochure and discount coupon is being distributed at ski shops in Massachusetts, through the Berkshire Hills Visitors Bureau, and via a toll-free phone line (1-800-237-5747 for all northeast states except Massachusetts).

>>

JAPANESE FAM TRIPS TO BECOME ANNUAL EVENTS Two groups of USA-based Japanese tour operators recently visited Massachusetts and the familiarization trips were so successful that they will become annual events. The Massachusetts Office of Travel and Tourism, the Greater Boston Convention and Visitors Bureau, and the Massachusetts Port Authority cosponsored two familiarization trips in early November for the companies, which handle all arrangements for Japanese tours to the U.S. The participants were from 11 Los Angeles tour companies and 4 New York-based companies. Their schedule included stops in Boston, Cambridge, Plymouth, New Bedford, and Cape Cod and appointments with representatives from local hotels, attractions, and receptive operators.

>>

GANNETT SPONSORS SPECIAL SECTION Gannett will publish a special Spirit of Massachusetts travel supplement in 20 newspapers in May. The 8-page tabloid section will appear in papers in New Jersey, New York, Pennsylvania, and Delaware. Total circulation will exceed a million in the New York and Philadelphia ADIs, two of Massachusetts' primary markets. The supplement will include a full-page Spirit of Massachusetts advertisement and advertorial copy supplied by the Office of Tourism. For information on advertising rates, contact John Lappas at Gannett, 212-715-5337.

>>

TREND WATCH: EARLY BOOMERS KEY TARGET IN YEAR 2000 People who are now in their late 30s and early 40s will be the most sought-after travelers by the year 2000, according to Suzanne Cook, director of the U.S. Travel Data Center. These "early baby boomers" will be 46 to 54 and at the peak of their earning power by the turn of the century. Cook predicts these travelers, who came of age in the 60s, will be attracted to less traditional vacations. The next most important group will be those born during World War II who will be 55 to 65 by the year 2000. Cook says this group of travelers will look for social opportunities and learning experiences from their vacations.

Other issues facing the travel industry in the next century, according to Cook: increased competition for discretionary dollars, renewed interest in family travel, the continued popularity of weekend travel, environmental concerns, and transportation infrastructure.

>>

CAROL KELLEHER LEAVES GREATER SPRINGFIELD . . . Carol Kelleher has left her position as executive director of the Greater Springfield Convention and Visitors Bureau to pursue other interests. Carol presided over the 1985 integration of two groups, the Pioneer Valley Association and the Springfield Convention Bureau, and she built a strong, regional marketing organization for the Pioneer Valley. "Carol's professionalism, dedication, and ability to build an effective team have been her most outstanding qualities," says Stephen Root, president of the Greater Springfield Convention and Visitors Bureau. "She will be missed and difficult to replace." We'll all miss her enthusiasm, her energy, and her strong commitment to regional and statewide cooperation. Bon voyage!

>>

. . . AND SHEILA MARTINES PINA TAKES OVER IN BRISTOL COUNTY The newest member of the Spirit team is Sheila Martines Pina, executive director of the Bristol County Development Council. She's well-known in the area, having served for nine years as the co-host of *PM Magazine* at WJAR-TV in Providence. She succeeds Mary Morss, who resigned last summer. Sheila will be responsible for implementing an ambitious agenda, which includes attracting new Council members, expanding regional marketing efforts, and developing additional tourism-related services throughout the county.

>>

MARRIOTT PLANS NO-FRILLS LODGING FOR BOSTON AREA There's a strong demand for moderate- and economy-price motels in the Boston area, according to the Marriott Corporation, which is planning a \$200 million expansion program for its Courtyard, Fairfield, and all-suites Residence Inn chains. A Courtyard opened in Andover in December; other Marriott properties are expected to follow in Stoughton, Norwood, Westborough, Billerica, Foxborough, Danvers, Tewksbury, and other Bay State communities.

>>

BRADLEY INFORMATION CENTER TAKES OFF The Greater Springfield Convention and Visitors Bureau has joined forces with two Connecticut tourism organizations to operate tourism information booths at Hartford's Bradley Airport. Springfield's Connecticut partners are The Tobacco Valley Convention and Visitors Bureau and the Greater Hartford Convention Bureau.

The first booth is scheduled to open this month in Terminal A with a second booth to follow in Terminal B this summer. The booth will be staffed with one full-time employee and volunteers. Forty percent of the passengers using Bradley Airport travel to or from western Massachusetts.

>>

REGIONAL ROUNDUP The Berkshire Hills Visitors Bureau recently hosted a grand bash to celebrate their 50th Anniversary. One-hundred-and-fifty guests came aboard the U.S.S. *Hilton* to enjoy the Captain's Cocktail Party and dancing to the sounds of big band music. Entertainment included a "rap" number performed by the bureau's own Bill Wilson and the "Tourism Revue" dancers. By all accounts, the party was a great success. Info: 413-443-9186.

In Boston, the Newbury Street League has published a Japanese-language shopping guide to Newbury Street and its neighborhood. Info: 617-267-7961.

Two new hotels are opening in Worcester County. The Beechwood Inn in Worcester has 58 rooms and the Sheraton Leominster Inn has 186 rooms and a grand ballroom that can accommodate 800 people. Info: 508-753-2920.

The latest tourist attraction North of Boston is the schooner *Adventure*. The ship, which originally fished out of Gloucester, was recently given to the city for recreational and educational purposes. Mike Costello of the Cape Ann Chamber of Commerce is working on the restoration effort so that *Adventure* will be seaworthy by the 1989 tourist season. Info: 508-532-1449.

The Northern Middlesex Convention and Visitors Bureau will once again receive funds generated by Lowell's optional room tax. Last year, Lowell was the

first city in Massachusetts to enact the optional room tax at the maximum level of 4 percent and designate all of the funds for development of tourism and convention business. The Northern Middlesex Convention Bureau will receive \$198,000 to be used specifically to generate convention and group tour business. Info: 508-454-5633.

The **Plymouth County Development Council** now has an 8-minute video for motorcoach operators. The video promotes Plymouth-area attractions, restaurants, shops, and hotels and is narrated by a costumed villager from Plimoth Plantation. The Plymouth Board of Selectmen has initiated action to establish a "sister city" relationship with Matsushima, Japan. Info: 617-826-3136.

Bristol County's first *Group Tour Planning Guide* is now available. The new brochure contains information on area accommodations and attractions and offers one- to six-day tours. Info: 508-997-1250.

A November press fam trip by the **Greater Springfield CVB** was a great success. Seven travel writers from as far away as Florida were guests of the Sheraton Tara and attractions such as Historic Deerfield, Old Sturbridge Village, and the Basketball Hall of Fame. Info: 413-787-1548.

>>

WELCOME A spirited welcome to Joseph Malone, managing director, Boston Park Plaza Hotel; Linda Meyer, director of development and public affairs, Greater Boston Convention & Visitors Bureau; Gary Richards, general manager, Lowell Hilton; Donald Bomer, general manager, Guest Quarters Suite Hotel, Waltham; Maryann Patterson, general manager, Beechwood Inn, Worcester; Paul Connery, general manager, and Cindi Waldron, director of sales & marketing, Sheraton Leominster Inn; Ann Peggs, bookkeeper, North of Boston Tourist Council; Laurence Jeffery, managing director, Omni Parker House. Congratulations to Michelle Hatem, recently promoted from director of operations to executive director of the Northern Middlesex Convention and Visitors Bureau and Mark McDermott, promoted to executive vice president and chief operating officer of the Greater Boston CVB.

>>

FYI ** The state's hotel associations have joined forces. The Massachusetts Hotel and Motel Association and The Greater Boston Hotel Association have combined their administrative functions and staffs. Ed McCann is now the executive vice president of both organizations. ** **USTTA's** FY 89 budget has jumped 18 percent, the first budget increase in five years. The total budget for the United States Travel and Tourism Administration, the federal agency that promotes the U.S. in overseas markets, is now \$13.8 million. ** The **Mansfield Information Center** on I-95 reopened in mid-December after repairs to the damaged building were completed by the Massachusetts Department of Public Works. The Office of Tourism is continuing to work with the Bristol County Development Council, which manages the center, to develop a plan for permanent staffing. ** **Two Bay State events**, Boston Harborfest and Thanksgiving at Plimoth Plantation, have been selected by the American Bus Association as two of the Top 100 Events in North America for 1989. ** **Northwest** will begin direct flights from Los Angeles to Boston in June.

>>

MOVING? If you've moved or this newsletter is being sent to the wrong person, please send us the updated information, together with the five-digit number that appears on your mailing label, to: Michelle Nappa, Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202.

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The Spirit Messenger is published 6 times a year with additional special issues on seasonal travel barometers and Spirit of Massachusetts advertising schedules. The *Messenger* welcomes news of general interest to the Massachusetts travel industry. Deadline for the March issue is February 7.

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GOVERNMENT DOCUMENTS
COLLECTION

MAR 06 1989

Number 30, March 1989

University of Massachusetts
Department of History

1989 TOURISM OUTLOOK: MODEST GROWTH FOR U.S.; SLOWDOWN FOR BAY STATE National
travel demand will grow between four and five percent this year, according to
travel forecasters. Although few economists are predicting an economic downturn
this year, a lack of real growth in salaries and wages, a slight drop in
disposable income, and continued low savings rates of just under 4 percent, will
make Americans cautious spenders. This caution will mean more price-comparison
shopping by vacationers, shorter stays, and little growth in daily expenditures.
Retailers may also see a decline in impulse purchases. Pricing products and
services to maximize income will be critical to the success of tourism-related
businesses this year.

The Office of Tourism projects all travel spending in Massachusetts will grow
approximately 5 percent this year, compared to a 6.8 percent growth in 1988. The
number of domestic travelers is expected to lag behind the national average, due
to the increased promotional budgets of Massachusetts' competitors and
Massachusetts' higher-than-average prices. Inbound travel by overseas visitors
represents the bright spot in the state's tourism picture: spending by
international travelers will top \$1 billion for the first time. Canada will
continue to be the number one source of international visitors (540,000) followed
by the fastest-growing segments of the inbound market, the United Kingdom,
252,000, up 20 percent; and Japan, 139,500, up 25 percent.

Altogether, 29.8 million travelers to Massachusetts are projected to spend
\$8.2 billion for an economic impact of \$14.51 billion.

Long weekend and short-duration trips will continue to be the dominant form of
travel to the Bay State.

Massachusetts 1989 Forecast at a Glance

	1989	% +/-	1988		1989	% +/-	1988
All Visitors	29.9m	+ 3.1	28.9m	Direct Spending	\$ 8.2b	+ 5.0	\$ 7.81b
Domestic	28.2m	+ 2.5	27.5m	Domestic	\$ 7.19b	+ 4.4	\$ 6.89b
International	1.55m	+10.7	1.4m	International	\$ 1.01b	+10.5	\$914m
Economic Impact	\$14.51b	+ 5.0	\$13.82b				

##

GOVERNOR DUKAKIS APPOINTS NEW ECONOMIC SECRETARY Grady B. Hedgespeth took over
as Secretary of Economic Affairs in early January. A former deputy commissioner of
child support enforcement for the Department of Revenue, Hedgespeth oversees the
Commonwealth's economic development agencies, including the Office of Travel and
Tourism.

"As a former state revenue official, I've seen first hand, the positive impact
the tourism industry has on the state and local economies," he said. "I'm looking
forward to working with tourism leaders from throughout the state and Dick Rust's
able staff to ensure the continued growth of this dynamic industry."

##

ACTION ITEMS: Conference Registration, p.3; Group Tour Manual Update, p.3;
Deadlines for Spirit Publications, p.4

[2]

SPRING CAMPAIGN IS COLORED RED, WHITE & BLUE A new Spirit of Massachusetts spring/summer campaign rolls out this month with new television commercials and print ads. The two new tv spots are "Red, White, and Blue," a fast-paced, high-energy, 30-second spot using more than 130 red, white, and blue images, and "New Year," which captures the serenity and charm of spring in the Bay State. New, four-color, full- and half-page print ads echo the television themes.

All of the Spirit ads include a toll-free phone number to make it easy for potential travelers to order the official Spirit Guidebook. Print ads also include a mail-in coupon or a mail-back postcard, a device that generated a very high rate of response in 1988.

The campaign is targeted at three age groups: "Young and Active," adults 25-34; "Family Life," adults 35-44 with children; and "Free At Last," adults 45-64 with grown-up children or no children. Those targeted reflect the profile of travelers to the state: they have household incomes over \$25,000, are college educated, and travel frequently on getaway trips and extended vacations.

The television schedule consists of a network feed and spot buys in eight metropolitan areas within Massachusetts' primary market area. The 30-second commercials will reach 83 percent of the market in the New York and Philadelphia ADIs and 59 percent of the market in the Albany, Bangor, Burlington, Hartford/New Haven, Portland, and Providence ADIs. Viewers will see the ads up to nine times. Spots will air the weeks of April 3, 10, 17, and 24 and May 15, 22, and 29. The television network feed is the result of an innovative collaboration with the Texas Office of Tourism. Massachusetts and Texas purchased national network time with the Bay State airing spots in the Northeast and Texas taking the rest of the nation. A four-week, in-state TV buy will encourage Massachusetts residents to vacation close to home.

Print ads are in March, April, May, and June issues of national and regional editions of magazines. The schedule consists of Better Homes and Gardens, Black Enterprise, Conde Nast Traveler, Country Living, Ebony, Essence, 50 Plus, Gannett Travel Supplement, Gourmet, Ladies Home Journal, National Geographic Traveler, New England Monthly, New Jersey Monthly, New York Magazine, New York Times Magazine, New Yorker, Newsweek, Philadelphia Inquirer Magazine, People, Reader's Digest, Travel-Holiday, TV Guide, Vanity Fair, Yankee, and Yankee Guide.

##

LEGISLATIVE HEARING SUPPORTS INTERNATIONAL MARKETING Massachusetts must continue to invest in overseas tourism markets if the state is to reap the economic benefits. That was the message to emerge from recent public hearings held by Sen. Lois Pines and Rep. Marilyn Travinski, co-chairs of the Joint Committee on Commerce and Labor.

The hearing attracted travel industry experts from as far away as London. Both John Cooper, international marketing director, TWA, and Richard M. Cunnion, director of marketing and sales, Atlantic Region, Northwest Airlines, stressed the importance of making long-term commitments to European markets. Cooper said the impact of Massachusetts' and New England's marketing efforts in the U.K. could be judged by the growth in the number of New England holidays offered by U.K. tour companies. Three years ago, the region was represented by only one stand-alone holiday package; today there are 30. Both airline representatives pledged to continue funding of New England marketing programs in cooperation with Massachusetts and the other New England states.

Don Wynegar, director of research for the United States Travel and Tourism Administration, described the rapid growth of international visitors to Massachusetts: an increase of 20 percent in 1988 from the previous year and a 112 percent increase in the last five years. "In terms of economic impact, one overseas visitor is equivalent to five-and-one-half domestic travelers," he said.

Testimony highlights:

"The potential of Massachusetts in the international market has only begun to be tapped. Our British and Japanese efforts have set a precedent for expanded activities in other markets," Richard Rust, director of tourism.

"Other states and regions will not let the wide-open opportunities in the

international markets go begging. . . Competition for foreign visitors will increase. I hope Massachusetts . . . will see fit to expand its efforts in this "bigger bang for the buck" marketing area," Don Wynegar, USTTA.

"There is a marvelous opportunity to make New England the number three inbound destination [from Europe] after New York and California," John Cooper, TWA.

"As a nonprofit, Plimoth Plantation must strictly limit its marketing expenditures. I, therefore, cannot afford to spend my marketing dollars on "long shots" but only on sure things. My marketing plans for this year call for increased spending with the Massachusetts Office of Travel and Tourism because we know its [international] promotions work," Sarah Mann, director of marketing, Plimoth Plantation.

##

UP, UP AND AWAY For the third consecutive year, Massachusetts, the other New England states, and USTTA have teamed up with TWA to lure British travelers to New England. The \$525,000 consumer and trade campaign broke February 4 in London and southern England. The campaign, "TWA brings you the best of America," includes four weeks of television advertising and the distribution of 100,000 destination brochures. The campaign is targeted at upscale adults, 35 years and older, who travel overseas at least once a year. A new, 30-second spot and an 8-page brochure feature TWA fly/drive packages with prices starting at 478 pounds (\$865). A travel agent sales blitz was launched this month in London and six surrounding cities.

##

NOVEL JAPANESE PROMOTION FEATURES SPENSER Author Robert Parker will travel to Tokyo in April for a promotional tour coordinated by the Massachusetts Office of Tourism, the Massachusetts Port Authority, and the Greater Boston Convention & Visitors Bureau. The trip celebrates the publication of Spenser's Boston, a new book featuring photographs of Boston by the noted Japanese photographer Kumagai. Parker's Spenser novels, which feature Boston, are the hottest-selling detective stories in Japan with sales totalling more than 2 million copies. The promotion includes posters of Spenser's Boston at 4,000 Japanese bookstores and a contest with a grand prize of round-trip airfare for two to Boston on Northwest Airlines and a five-night stay at the Marriott Copley.

##

GOVERNOR'S CONFERENCE FOCUSES ON COMPETITION This year's Governor's Conference on Travel and Tourism will help sharpen participants' competitive skills. "Tourism in the 90s: Competing in a Global Economy," which takes place April 5 & 6 in Plymouth, will include hands-on marketing workshops; a presentation of the new 1989 Spirit campaign; discussions on the economics of tourism; further development of a state tourism policy; and the opportunity to network with colleagues from across the state. At dinner on the fifth, the Massachusetts tourism industry will be honoring those who represent the very best in leadership and hospitality.

The conference fee of \$150 includes all sessions, materials, meals, and receptions. For each additional person from the same organization, the fee is \$100. The awards dinner only is \$55. Reservations are limited to the first 250 paid registrations. All conference activities will take place at the Sheraton Plymouth, which is offering a special conference rate of \$75 per room. For more information and a registration form, call the Massachusetts Office of Tourism at 617-727-8946.

##

GROUP TOUR MANUAL UPDATE A 1989/90 supplement to the Spirit of Massachusetts Group Tour Manual is now being compiled. The manual contains information on attractions, restaurants, and lodgings and is used by out-of-state tour operators to plan Massachusetts tours. Update forms will be mailed in mid-March to companies and organizations already listed in the manual. If your company offers services to tour operators and you do not receive a form by the end of the month, contact Nellie Khoury of the Office of Tourism, 617-727-3232.

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[4]

SALES LEADS WORK! The Hotel Northampton is generating lots of new group tour business from sales leads supplied by the Office of Tourism. Tour sales representative Ron Schetzel sold 496 room nights in just a seven month period last year from Tourism's leads. Tour groups came from as far away as Oklahoma. Group tour leads are compiled monthly by the Office of Tourism. To be placed on the mailing list, contact Nellie Khoury at 617-727-3232.

##

GOVERNOR'S COUNCIL RE-ELECTS WILSON The Governor's Advisory Council on Travel and Tourism re-elected Bill Wilson to a second term as chairman at their January meeting. Wilson is executive director of the Berkshire Hills Visitors Bureau. Westin Boer, North of Boston Tourist Council, was elected vice chairman, and Michelle Hatem, Northern Middlesex Convention and Visitors Bureau, secretary.

##

WELCOME A spirited welcome to Russell E. Cleveland, general manager of The Wauwinet, Nantucket; Ellen Lynch, director of public relations, Westin Hotel, Boston; Alan Ireland, general manager, the Charles Hotel, Cambridge; and Edmund Tucker, general manager, and Nancy Wexler, director of sales, Nantucket Inn & Conference Center. Also, congratulations to Jan Chovanec, former acting director at the Lafayette, now general manager of the Copley Plaza Hotel, Boston.

##

REGIONAL ROUNDUP Nantucket-bound travelers will be able to take a high-speed ferry from Boston this summer. Bay State Cruises will operate the new service in addition to the Boston-Martha's Vineyard run which began last year. Both routes will be served by catamarans which will reach the islands in three hours. Service to Nantucket will be via the Atlantic side of the Cape. Info: 617-723-7800.

American Express continues its partnership with the Berkshire Hills Visitors Bureau promoting skiing and spring and summer activities. AMEX has contributed \$56,000 to this year's cooperative campaigns. The Berkshire Arts Alliance is developing a poster promoting the Berkshires' cultural attractions for the Bostix Booth in Faneuil Hall Marketplace. Info: 413-443-9186.

The Greater Springfield Convention and Visitors Bureau is creating a promotional video for group tour operators, convention planners, and the press. Shooting began this month and should be completed in September. Info: 413-787-1548.

The North of Boston Tourist Council has opened a Merrimack Valley branch office at 36 Liberty Street in Newburyport, 508-465-4331. The council's regional familiarization/trade show will take place, May 12-15. A major recruitment drive has tripled the council's membership in just two years. Info: 508-532-1449.

Requests for tourist information at the Plymouth County Development Council increased 44.5% in 1988; attendance at the Route 3 tourist information center increased 22%. Three new properties are scheduled to open this year: Days Inn in Rockland, Bay Pointe in Wareham, Susse Chalet in Middleboro. Info: 617-826-3136.

The Bristol County Development Council is hosting its Fourth Annual Southern Coastal New England Group Tour Marketplace, April 7-9. The marketplace brings together members of the tri-state coastal region's tourism industry and group tour operators, travel agents, and bus companies from outside the area. Info: 508-997-1250.

##

DEADLINES Spirit Messenger: April 3 deadline for May issue. Send information to Jonathan Hyde at the Office of Tourism. Spirit of Massachusetts Fall Calendar: May 19 deadline for events. Send information to Kim Thompson at the Office of Tourism. The Spirit of Massachusetts Group Tour Update: May 10 deadline for events, packages, and services for the June issue. Contact Nellie Khoury at 617-727-3232 for an Update form. (Update is an industry newsletter sent to 1200 group tour operators and travel professionals in the U.S. and Canada.)

##

MASSACHUSETTS TRAVEL & TOURISM

GOVERNMENT DOCUMENTS
COLLECTOR
MAR 28 1989

Messenger Number 31, March 16, 1989

Special Edition: Budget Update

University of Massachusetts
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SPIRIT OF MASSACHUSETTS CAMPAIGN IN JEOPARDY If a 28 percent cut in the tourism promotion budget approved by the House is sustained in the Senate, Spirit of Massachusetts marketing programs and services will be slashed, according to Richard Rust, director of the Massachusetts Office of Travel and Tourism. The House approved a total tourism budget of \$7.5 million, \$2 million less than the current FY '89 budget and \$1.9 million less than the Governor's recommendation.

The Office of Tourism is already operating on a budget that, after cuts, is more than \$1 million less than FY '88.

Budget Line	House Budget	Governor's Budget	Current Budget (FY '89)
Promotion (9000-1900)	\$5,146,084	\$7,022,284	\$6,950,000
Regional Grants (9000-1920)	\$2,228,524	\$2,228,524	\$2,228,524
Information Centers (9000-1910)	\$ 187,109	\$ 187,109	\$ 201,534
Total	\$7,561,717	\$9,437,917	\$9,380,058

QUESTIONS AND ANSWERS ABOUT THE BUDGET CUT

How will the cut affect the state's economy? The Massachusetts Tourism Coalition estimates the budget cut will result in a significant decrease in lodging occupancy rates and a corresponding loss of \$21.2 million in state and local taxes. The Commonwealth would, therefore, lose ten times the proposed budget savings in tax revenues each year. In addition, all areas of the state would experience a loss of tourism-related jobs and a decrease in lodging, dining, and retail sales.

How will the \$2 million cut affect the tourism industry's competitiveness in the marketplace? Massachusetts will cease to be a major competitor in the travel marketplace at a time when the national tourism growth is slowing down and other state travel budgets are increasing an average of 9 percent annually. New York now invests \$24 million in tourism; Illinois, \$24 million; Texas, \$18 million. In New Hampshire, also facing a tough fiscal situation, the governor has recommended a 10.5 percent increase in the tourism budget.

Without sufficient marketing dollars, Massachusetts will quickly lose its momentum and presence in the marketplace, then lose market share at an accelerating rate as competitors lure visitors away.

Level funding of the tourism budget for the past four years has already had a negative impact. The growth in the number of visitors has slowed from an increase of 5.2 percent in 1987 to a projected growth

Tourism Budget Cuts/2

rate of only 3.1 percent this year, compared to a national growth rate of 5 percent. Statewide hotel occupancy rates, a key travel industry indicator, have been slipping for the past four travel seasons.

If the House budget prevails, what Spirit programs and services will be cut? Massive cuts in the Spirit marketing programs will be necessary. All television advertising will be eliminated, leaving a total advertising budget of just \$1 million (compared to a high of \$4 million in 1985). Cooperative marketing programs with the other New England states that are targeted at international visitors, the fastest-growing segment of the market, will also be axed. In addition services provided directly to tourism businesses will be eliminated or reduced -- services such as the ski marketing program, trade shows, sales missions, the calendar of events, and other specialized publications.

Is the matching grant program in jeopardy, too? Yes. All budget items are vulnerable. An attempt to eliminate the grant program, a major source of revenue for the state's 13 regional tourist councils, was deflected in the House, but reduction or elimination in the Senate is possible unless legislators are convinced that marketing of tourism raises tax revenues.

What is the next step in the budget process? The budget debate now moves to the Senate Ways and Means Committee, chaired by Senator Pat McGovern. Ways and Means will then report out a recommended budget to the full Senate for debate. Finally, differences between the House and Senate budgets will be resolved in a Conference Committee. The budget process in the Senate is expected to begin in early April.

How can I help restore full funding to the Office of Tourism?

Contact members of the Senate Ways and Means Committee and your local senators and representatives and urge restoration of the Office of Tourism's promotion budget and full funding of the line items for the matching grant program and the information centers. (Even though the House has passed the budget, support will be needed in the Conference Committee.) Let community leaders and your business colleagues know about your concerns. Approach your local press about producing stories on the effects of the budget cut. Support regional initiatives.

What should I tell my local legislators? Tell your legislator that:

- At a time when new revenues are desperately needed by the Commonwealth, investment in the tourism industry is a proven and highly effective revenue generator. In 1988, tourism generated \$395 million in state and local taxes.
- All regions of the state benefit economically from tourism. In 1988, the overall economic impact was \$13.8 billion.
- Tourism means jobs. In 1988, tourism-related payroll totalled \$1.74 billion.
- Every dollar the state invests in the tourism industry generates \$8 in tax revenues.
- In order to reap the economic benefits and sustain growth, the Commonwealth must continue to reinvest in the industry. If promotion of Massachusetts is curtailed, other states will move in and take tourists and tourism dollars away.

For additional data, contact the Office of Tourism, 617-727-3493.
Enclosed: list of legislators; Boston Herald feature.

T.H.E
MASSACHUSETTS
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GOVERNMENT DOCUMENTS
COLLECTION
MAR 20 1989
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Number 32, March 1989

Special Edition: Winter 1988/89 Travel Barometer

MASSACHUSETTS SKI AREAS SUFFER DISAPPOINTING SEASON; LODGING DOWN

Lack of snow in Massachusetts and in major metropolitan areas that feed skiers to Massachusetts, along with erratic weather conditions, contributed to a poor season for Bay State ski areas. Cross-country areas were hit the hardest with many unable to open at all. Downhill areas with sophisticated snow making and grooming capabilities fared better but were still down 10-50%.

Statewide, hotel occupancy rates, a key travel indicator, dropped for the third consecutive season. The largest decrease, 8.0%, occurred in Boston in the month of December.

The Barometer's aggregate attendance figures were up just 7.5% due primarily to a surge in the number of visitors to state parks and heritage state parks, which registered a 41.3% increase over last year. (In particular, the milder winter temperatures drew an unusually large number of college crew teams to boat launches in two Worcester County state parks.) Admissions at museums and attractions were even with 1988.

Total traffic figures were down 3.3%. Ferry traffic to Nantucket and Martha's Vineyard showed a 8.1% increase. Overall, air traffic dipped slightly. Domestic traffic at Logan Airport continued to drop while the number of international arrivals and departures rose 12.6%.

MASSACHUSETTS TRAVEL BAROMETER, WINTER 1988/89

	WINTER 89	WINTER 88	% +/-
ATTENDANCE (Dec-Feb)	3,178,155	2,955,577	+ 7.5%
Museums & Attractions	1,710,442	1,728,896	- 1.1%
Beaches	482,972	480,870	+ .4%
National Parks	176,946	160,520	+10.2%
State Parks/Heritage State Parks	681,803	482,518	+41.3%
Information Centers	125,992	102,773	+22.6%
TRAFFIC (Dec-Feb)	6,928,234	7,167,537	- 3.3%
(air/highway/ferry)			
AIR	3,201,063	3,265,297	- 2.0%
(Dec-Feb, in- & outbound)			
Logan Airport-Domestic**	2,758,584	2,867,691	- 3.8%
Logan Airport-International**	413,291	367,019	+ 12.6%
Nantucket Airport	16,355	18,656	- 12.3%
Barnstable Airport**	12,833	11,931	+ 7.6%

[2]

	WINTER 89	WINTER 88	% +/-
HIGHWAY (Dec-Feb)	3,492,916	3,685,501	- 5.2%
Massachusetts Turnpike-westbound**	1,374,448	1,288,343	+ 6.7%
Tobin Bridge#	1,609,342	1,911,675	-15.8%
Sagamore Bridge-eastbound*	43,840	43,047	+ 1.8%
Bourne Bridge-east- & westbound*	76,983	72,912	+ 5.6%
I91-north & southbound*	252,531	242,701	+ 4.1%
Route 2-east- & westbound*	135,772	126,823	+ 7.1%
FERRY (Dec-Feb)	234,255	216,739	+ 8.1%
Steamship Authority			
Martha's Vineyard	189,629	179,714	+ 5.5%
Nantucket	44,626	37,025	+20.5%

LODGING	DEC 88	DEC 87	% +/-	JAN 89	JAN 88	% +/-
Occupancy Rates						
<i>Statewide</i>	46.6%	49.0%	- 4.9%	46.8%	50.3%	- 7.1%
<i>Boston</i>	49.0%	53.3%	- 8.0%	46.4%	49.8%	- 6.8%

Sales Per Occupied Hotel/Motel Room

Data not available.

MUSEUMS AND ATTRACTIONS (Dec-Feb)	WINTER 89	WINTER 88	% +/-
<i>Greater Boston</i>			
Adams Historic Site	SEASONAL		
Boston Tea Party Ship & Museum	7,422	7,618	- 2.6%
Bunker Hill Pavillion	SEASONAL		
Children's Museum	106,068	111,782	- 5.1%
Harvard Museums	SEASONAL		
Institute of Contemporary Art	9,124	11,273	-19.1%
Isabella Stewart Gardner Museum	24,796	31,149	-20.4%
John Hancock Observatory	43,156	48,500	-11.0%
JFK Library & Museum	40,794	27,641	+47.6%
Computer Museum	14,774	14,100	+ 4.8%
MIT Museums	57,450	58,000	- 1.0%
Museum of Fine Arts	228,192	220,318	+ 3.6%
Museum of Our National Heritage	9,224	10,570	-12.7%
Museum of Science	383,423	407,169	- 5.8%
Museum of Transportation	SEASONAL		

Reduction in traffic due to major construction project

* Average daily total

** Dec-Jan

MUSEUMS & ATTRACTIONS (Greater Boston cont.)	WINTER 89	WINTER 88	% +/-
New England Aquarium	216,331	235,102	- 8.0%
Old State House	7,446	6,864	+ 8.5%
Paul Revere House	11,886	9,680	+22.8%
Prudential Skywalk	42,380	30,578	+38.6%
Stone Zoo	N/A	N/A	
U.S.S. Constitution	8,121	7,233	+12.3%
<i>North of Boston</i>			
Hammond Castle	3,568	2,811	+26.9%
House of Seven Gables	7,588	7,697	- 1.4%
Museum of American Textile History	1,828	1,768	+ 3.4%
Peabody Museum	19,044	15,322	+24.3%
Salem Maritime Site	48,168	43,065	+11.9%
<i>Plymouth</i>			
Edaville Railroad	98,538	109,623	-10.1%
Plimoth Plantation & Mayflower II	17,796	23,693	-24.9%
<i>Cape Cod</i>			
Cape Cod & Hyannis Railroad	CLOSED		
Cape Cod Museum of Natural History	5,968	3,564	+67.5%
Heritage Plantation	SEASONAL		
Pilgrim Monument	3,855	3,822	+ 0.9%
Sandwich Glass Museum	2,154	1,739	+23.9%
<i>Bristol County</i>			
Battleship Cove	7,468	7,575	- 1.4%
Great Woods Performing Arts Center	SEASONAL		
New Bedford Whaling Museum	7,130	8,440	-15.5%
<i>Worcester</i>			
Fruitlands Museums	SEASONAL		
Higgins Armory Museum	12,337	9,119	+35.3%
Mechanics Hall	47,065	49,130	- 4.2%
New England Science Center	16,386	14,115	+16.1%
Old Sturbridge Village	35,833	36,047	- 0.6%
Whalom Park	SEASONAL		
<i>Pioneer Valley</i>			
Basketball Hall of Fame	21,849	22,883	- 4.5%
Connecticut Valley History Museum	10,632	10,246	+ 3.8%
Historic Deerfield	SEASONAL		
Riverside Park	SEASONAL		
G. Walter Smith Art Museum	15,860	15,189	+ 4.4%
Springfield Museum of Fine Arts	24,432	14,532	+68.1%
Springfield Science Museum	47,277	48,182	- 1.9%
The Big E (Sept only)	SEASONAL		

MUSEUMS & ATTRACTIONS**WINTER 89****WINTER 88 % +/-***Berkshires*

Berkshire Museum	16,161	14,768	+	9.4%
Berkshire Scenic Railway	SEASONAL			
Clark Art Institute	13,981	14,015	-	0.2%
Hancock Shaker Village	SEASONAL			
Norman Rockwell Museum	14,937	13,974	+	6.9%
Tanglewood Music Festival	SEASONAL			

BEACHES (Dec-Feb)

Cape Cod National Seashore	377,667	372,792	+	1.3%
Crane's Beach	8,174	8,168	+	0.1%
State beaches-northeast	48,545	79,975	-	39.3%
State beaches-southeast	48,586	19,935	+	143.7%

NATIONAL PARKS (Dec-Feb)

Boston National Park	27,733	21,240	+	30.6%
Lowell National Park	59,300	58,899	+	0.7%
Minuteman National Park	89,913	80,381	+	11.9%

STATE PARKS/HERITAGE STATE PARKS (Dec-Feb)

Berkshires	57,042	74,447	-	23.4%
Pioneer Valley	74,861	69,506	+	7.7%
Worcester	187,160	69,094	+	170.8%
Northeast	208,602	189,649	+	10.0%
Southeast	154,138	79,822	+	93.1%

INFORMATION CENTERS (Dec-Feb)

Boston Common	48,908	39,904	+	22.6%
Charlton East	17,897	11,780	+	51.9%
Charlton West	11,468	10,416	+	10.1%
Lee	11,900	12,510	-	4.9%
Mansfield	Closed			
Natick	3,161	2,858	+	10.6%
Plymouth	32,658	25,305	+	29.1%

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The *Massachusetts Travel Barometer* samples attendance, traffic, and lodging data from throughout the state. Barometer reports are compiled by the Massachusetts Office of Travel and Tourism for the spring/summer, fall, and winter seasons. Sources include: Laventhol and Horwath and Pannell Kerr Forster for lodging statistics; Massachusetts Turnpike Authority for traffic; Massachusetts Port Authority for Tobin Bridge and Logan Airport traffic; Department of Environmental Management for state parks and beaches; and the Massachusetts Department of Public Works for Route 2 and I91 traffic and Sagamore and Bourne bridges. For more information, contact Richard Hand at the Massachusetts Office of Travel and Tourism, 617-727-8836.

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Moving? Send address change to Michele Nappa, Office of Tourism, 100 Cambridge St., 13th Fl., Boston, MA 02202

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JUN 02 1989

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Number 33, May 1989

BUDGET UPDATE: GOVERNOR PLEDGES SUPPORT AS DEBATE MOVES TO THE SENATE In a major policy speech at the recent tourism conference, Governor Michael Dukakis pledged his support for reinstatement of the tourism budget and advocated annual increases. The Governor also urged members of the state's travel industry to renew their legislative lobbying efforts. "I'll do everything I can to lead the charge," the Governor told the standing-room-only crowd. "But in the last analysis, you're the folks that have to make the case." (The House has approved a budget of \$7.5 million for fiscal year 1990, \$2 million less than the current Office of Tourism budget.)

In the Senate, the Ways & Means Committee heard testimony from tourism industry leaders during May 4 hearings on the Executive Office of Economic Affairs' budget.

Press interest in the proposed tourism budget cutbacks has resulted in extensive print and television coverage around the state, including stories in the *Boston Globe*, *Boston Herald*, *Patriot Ledger*, *Salem Evening News*, *Berkshire Eagle*, *Cape Cod Times*, and *New England Adweek*. Stories also aired on Channels 5, 7, & 22 with an editorial on Channel 4 urging reinstatement of the budget.

Excerpts from Governor Dukakis' speech at the tourism conference:

"I wanted very much to be here tonight to say a few things about what's ahead over the next two or three months, and to say thanks to Lois [Sen. Lois Pines] and to Ed [Sen. Edward Kirby] and their colleagues for supporting the kind of dramatic increase in our state's investment in tourism which we *must* maintain and strengthen and, most importantly, to say thanks to all of you.

"But I am concerned and I hope you are too. Because we're in a very competitive business as I'm sure you know better even than I do. And what we did a few years ago, with the support of the speaker and the senate president and the legislature, in quadrupling this state's investment in tourism in one year was a dramatic indication of our understanding of it. There's only one problem. Having seen the wonderful Spirit campaign, a few other states around the country said, 'Hey, we want some of that, too.' And they are now quadrupling and quintupling their investment *and we aren't doing anything*. In fact, we are in danger of falling back.

"Now this is one industry, as all of you know, where you have to spend money to make money -- if you're in the industry and if you're a state government. And that is why the cut in the tourism budget in the House was so shortsighted. It's crazy. *Absolutely crazy*. To cut back on this investment when you are not only creating jobs and economic opportunity for thousands and thousands of people, but you're also bringing money into the state treasury. And we know that for every dollar we spend of state funds, we're getting twelve or fifteen back just in revenue into the state treasury.

This is a wonderful, wonderful place and it's one of the reasons why people want to come here. We have things that no other state has. We have a history and a cultural and ethnic diversity that we're all very proud of. We have everything. But unless we market it and spend a modest amount of money, we're not going to build the kind of

.....
ACTION ITEMS: Tourism Day Luncheon, p. 2; deadline for Spirit Guidebook, p. 4.
.....

tourism industry that we want and, more than that, create the sense of pride in our diversity and our richness and our history and our traditions that a first-class tourism promotion program brings with it.

"And I have one request for you and that is to go to work even harder now -- not just with the members of the Senate but with the individual members of the House as well because the budget is coming back to them -- and help them to understand. Bring them into your facilities, show them how many jobs you are creating, show them the taxes you're paying to the Commonwealth, and give them a first-hand sense of what it means to invest in a healthy and growing and exciting tourism industry.

"And if you do that, then we'll get that budget back up there, and I hope get back on track with modest but regular increases every year that can continue to build this industry and compete with not only the New Yorks but the Virginias and the Ohios and the Canadas and a few other places that are beginning to blanket our television sets while we're going to be blacked out because we haven't got the money to do television. And no state in this country, today, can possibly run a first-class tourism operation without some television. And you know that and I know that.

"So, let's go to work. And I'll do everything I can to lead the charge. But, in the last analysis, you're the folks that have to make the case to a lot of good people who are serving us in the legislature and have been very supportive in the past."

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INDUSTRY PLANS TOURISM DAY EVENT Massachusetts tourism industry leaders will salute National Tourism Day with a luncheon and a unified message to legislators about the economic importance of the state's travel industry. The Greater Boston Convention & Visitors Bureau and the Massachusetts Tourism Coalition are sponsoring a lunch at the Marriott Copley Place on Wednesday, May 17, at noon. Industry members are urged to attend and invite their legislators. Luncheon Patrons are \$250; Sponsors, \$100; and individual tickets, \$50 per person. (Legislators will be guests.) Proceeds will benefit the Tourism Coalition. To order tickets, send a check, made out to the Massachusetts Tourism Coalition, to Linda Meyer, Greater Boston Convention & Visitors Bureau, P.O. Box 490, Boston, MA 02199, 617-536-4100, ext. 236.

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INDUSTRY GROUPS ENDORSE NEED FOR TOURISM POLICY Participants at the recent Governor's tourism conference came out strongly in favor of developing a state tourism plan. The Governor's Advisory Council on Travel and Tourism and the Massachusetts Tourism Coalition also pledged their support. The industry's commitment followed a presentation by Shannon McKeen of Price Waterhouse, developer of policies for New York and Oklahoma; a report from UMass Professor John Hunt on results of his regional need assessment workshops; and an action-oriented discussion led by Tourism Director Richard Rust.

"It's not something that the state travel office can do on its own," Rust told conference participants. "This has to come from the grass roots up." Referring to the current budget problems, he said a policy document "would give us an ongoing dialogue with legislators, not just a once-a-year debate about funding."

Hunt said a lack of understanding about the impact of tourism, too little cooperation within the industry, poor highway signage, and lack of hospitality training topped the concerns voiced at last year's needs assessment workshops.

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NEW GUIDE TO THE DOLLARS AND SENSE OF BAY STATE TOURISM A new publication from the Office of Tourism provides an illustrated guide to the state's \$14 billion travel industry. The 16-page booklet, *Massachusetts Tourism: Big Business . . . Getting Bigger*, describes the rapid growth of the industry, the economic return to the Commonwealth and local communities, and the Spirit of Massachusetts marketing programs. The guide will be distributed to Massachusetts' legislators and members of the state's travel industry later this month. If you haven't received a copy by the end of May, call Kim Thompson at the Office of Tourism, 617-727-3203.

>>

HAT'S OFF TO SPIRIT AWARD WINNERS! How diverse is the state's tourism industry? Consider that a banker, a museum president, a hotelier, and a theatre director were among those honored at the Second Annual Massachusetts Governors's Conference on Travel and Tourism. Governor Michael Dukakis bestowed Spirit of Massachusetts Tourism Leadership Awards on **Sayed Saleh**, general manager of the Colonnade Hotel in Boston, for his leadership in marketing Boston in overseas markets; **Elliot W. Chassey**, president and ceo of the Plymouth Five Cents Savings Bank, for his role in developing tourism in Plymouth County; **Crawford Lincoln**, president of Old Sturbridge Village, for his inspired leadership of OSV and for his role in developing collaborative programs between the cultural and tourism industries; and **Joan Gormalley**, executive director of the Salem Chamber of Commerce, for her enthusiastic commitment to Salem's tourism industry and for the development of two major crowd-drawing events.

For the first time, a leadership award was presented to a city. The **City of Lowell** was honored for its policy of reinvesting revenues from the optional room tax back into tourism marketing programs. Lowell Mayor Richard P. Howe accepted the award on behalf of the city.

Nikos Psacharopoulos, late founder and director of the Williamstown Theatre Festival, was honored with a posthumous leadership award for enriching the culture of the Berkshires and for making the theatre a world-renowned showcase for the actors' craft. The award was accepted by Ralph Renzi, a co-founder and vice president of the Williamstown Summer Theatre Festival.

Spirit of Massachusetts Hospitality Awards were presented to fourteen tourism employees, nominated by the state's regional tourist councils for exemplifying the very best in service and hospitality. The governor presented awards to:

Lucille Henry for her 26 years of dedicated work as the desk clerk at the Deerfield Inn;

Henry Flynt, Jr., the "spirit of Williamstown," for his dedication as a volunteer at the Williamstown Board of Trade information booth;

Arthur Ratsy, general manager of the Island Queen, for his 20 years of outstanding work for the boat line and for his community spirit;

Lyle Jensen for his single-handed efforts to preserve native New England wildlife at New England Alive, a nature study center in Ipswich;

Isaline Bouteiller for her 23 years of extraordinary service at the Southern Berkshire Chamber of Commerce ("At 80 years of age, still on the front line");

Debora Lambert for the special care she takes with her customers at the Colstone Family Restaurant in North Attleboro;

Roger Young, the "most respected and beloved man on Nantucket," for his efforts to preserve the island's history and his service as town selectman;

Belarmino Pecjo for his 23 years of service as a waiter at the Sheraton Boston Hotel, where he commands the respect and admiration of his countless repeat customers and his fellow employees;

Ronald Schetzel, tour sales representative for the Hotel Northampton, for his exemplary work and his successful efforts to generate group tour business in the Pioneer Valley;

John Burns, waiter at the Westborough Marriott and "hospitality star," for consistently providing superior service to his customers;

Doris DeSousa for 20 years of dedicated service to the Plymouth National Wax Museum as sales clerk and gift shop manager;

L. Zola Whetstone for her "indispensable" work at the Thorncroft Inn on Martha's Vineyard;

Joseph Verfaillie for his invaluable work with the Greater Lowell Regatta and other recreational programs on the Merrimack River;

Eugene LaFond who has been welcoming visitors to the Bay State for 21 years as an information guide at the Tourism Information Center in Charlton.

UPDATE OF SPIRIT GUIDEBOOK UNDER WAY The Spirit of Massachusetts Guidebook, the state's four-season guide, is now being updated for the 1990/91 edition. Regional essays and attractions listings have already been reviewed by the regional tourist councils. Mail additional corrections or glaring omissions by May 19 to Kim Thompson at the Office of Tourism or send via FAX at 617-727-6525. Please include your name, organization, and phone number. For information on advertising rates, contact GTE Travel Enterprises at 1-800-626-8666.

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(MORE) FREQUENT FLYERS The spring has brought a flight of new air services to the Bay State. Newly-formed Heritage Airlines has begun round trip service between Hyannis and Nantucket, and freight carrier Pac Air has started its first passenger service between Boston's Logan Airport and Provincetown. Pac Air is currently operating three round trips a day and hopes to expand its service to nine flights a day this summer. Two international carriers are also adding service to Boston: Sabena began 747 daily service from Brussels this month, and, in June, TWA will add service from Rome.

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NEW YORK SKIER WINS MASSPASS A resident of Nassau, New York, won the grand prize in the "Lift Your Spirits, Ski Massachusetts" sweepstakes. The upstate skier won unlimited free skiing for herself and three companions for the 1990/91 season at all participating Massachusetts ski areas plus four sets of skis, poles, boots, and bindings. Twenty-three other winners received season ski passes to individual ski areas, ski equipment, or ski weekends for two and Sport Graphic luggage. More than 4,400 entries were received. \$15,000 in prizes were donated by the state's ski areas, the lodging industry, Ski Market, and Alpine Ski/Sports.

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WELCOME A spirited welcome to Helene D. Loiselle, convention and group sales representative, Northern Middlesex Convention & Visitors Bureau, and Liam F. Madden, general manager of the Lafayette Hotel, Boston. And congratulations to Pat Moscaritolo, recently promoted from acting aviation director to deputy executive director of the Massachusetts Port Authority.

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FYI ** The Cape Cod & Hyannis Railroad has shut down following the loss of its state subsidy for the Boston-Cape route. George Bartholomew, owner of Edaville Railroad in Carver, has purchased some of CC&HRR's equipment and his new company, Cape Cod Railroad, Inc., will offer round trip excursions on the Cape this summer from Hyannis to the Cape Cod Canal.

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REGIONAL ROUNDUP Boston Helicopter Tours is now offering aerial tours of the Hub. Info: 617-357-7068. Fourteen Plymouth and Cape Cod attractions are participating in a new Passport to History program that enables guests at the John Carver Inn in Plymouth and the Dan'l Webster Inn in Sandwich to purchase discount admission tickets. Info: 617-826-3136. North of Boston, the Salem Trolley is extending its line into Marblehead. Work is now under way on the 1990 edition of the Group Tour & Convention Planner. Info: 508-532-1449. Two of Martha's Vineyard's most prominent hotels, The Kelley House and the Harbor View Hotel, have been purchased by First Winthrop Corporation of Boston, a major property owner on neighboring Nantucket. Info: 508-693-0085. The 1989 Summer edition of the Discover the Berkshires Guide is now available. June 9 - 18 marks the fourth annual Discover Your Berkshires program, which offers Berkshire residents special discounts and free performances of dance, theatre, and music. Info: 413-443-9186.

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 Send name & address changes with the five-digit number that appears on your mailing label, to: Michele Nappa, Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202.

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THE
MASSACHUSETTS
SPIRIT
MESSENGER

UNIVERSITY OF MASSACHUSETTS
JUN 26 1989
Depository Copy

Number 34, 15 June 1989

STUDY FORECASTS A NO-GROWTH SUMMER An estimated 13.7 million travelers will visit the state from June through September, almost the same number as last year, according to a forecast by the Office of Tourism. This summer's visitors will spend \$3.75 billion for an economic impact of \$6.6 billion, a 2 percent increase over the 1988 summer season. The forecast is based on an analysis of state and national travel data and an independent report by The Perseus Group, an economic research consulting firm.

Massachusetts' prospects compare to a national growth of 3 percent in visitor trips and 6 to 8 percent in travel expenditures projected by the United States Travel Data Center.

Increased competition from other U.S. and foreign destinations, consumer uncertainty about the economy, and higher travel costs are the major reasons for lack of growth in Massachusetts.

A regional slowdown in the growth of jobs and personal income and a recent rise in the cost of index-linked loans are causing cautious consumer spending, according to The Perseus Group report. Consumers are also saving more in anticipation of an economic slowdown. Savings rates in March were the highest since May 1985. The Perseus report predicts that this pattern of restrained spending and increased saving will continue throughout the summer, resulting in less discretionary dollars available for vacations.

Massachusetts' hotels and motels have already experienced significant declines in business in the first three months of the year. Statewide occupancy rates have dropped 6 to 7 percent.

Vacationers planning summer trips are also facing sharp increases in some travel costs. The curtailment of Eastern Airlines' service and the consolidation of routes by other carriers have resulted in an estimated 20 percent increase in domestic air fares over 1988. The Massachusetts Port Authority reports domestic traffic at Boston's Logan Airport declined 8 percent for the first three months of this year. Gasoline prices have risen also, up 15 to 20 cents a gallon.

Inbound travel by foreign visitors will be the bright spot this summer. International arrivals at Logan Airport jumped almost 10 percent from January to March, and visitors from Europe, Japan, and Canada are expected to generate double-digit growth this summer.

Although overall business will be flat, this season is expected to follow the pattern of previous summers with significant variations in tourism spending by region.

>>

BUDGET UPDATE: VICTORY IN THE SENATE The Massachusetts State Senate has restored the House of Representative's \$2 million cut in the Office of Tourism's fiscal year 1990 promotion budget and added an additional \$1 million. The Senate-House Conference Committee will now have to reconcile the differences in the promotion budget, \$8.1 million vs. \$5.1 respectively, and the source of the funds.

While the House proposal calls for funding of the tourism budget out of general state revenues, the Senate has shifted responsibility for funding the promotion

budget and the 1038 matching grant program (also level-funded at \$2.2 million) to the Massachusetts Port Authority.

The success in the Senate is due to the lead taken by Senator Lois Pines and the support of many other senators. They responded to the aggressive public relations effort mounted by tourism leaders and business people from around the state. The campaign generated impressive results: extensive print, television, and radio coverage in every region of the state; meetings with legislative leaders; a deluge of mail to individual senators and representatives; and carefully planned public testimony before the Senate Ways and Means Committee.

Tourism Awareness Day, May 17, was marked by a luncheon that brought together industry leaders and representatives from 50 legislative offices. The event, which was sponsored by the Massachusetts Tourism Coalition in cooperation with the Greater Boston Convention & Visitors Bureau, featured the premiere showing of "Saving the Spirit," a 10-minute video written and produced by Dan Yaeger, the coalition's executive director, and hosted by Sheila Martines Pina, executive director of the Bristol County Development Council. The video was distributed to key legislators.

>>

QUOTABLES "Your fight is Economic Affairs' fight. We absolutely have to get the tourism budget restored."

-- Secretary of Economic Affairs Grady Hedgespeth, speaking to tourism industry leaders at the Tourism Awareness Day luncheon in Boston.

"Industry officials say theirs has become a very competitive business and you must spend money in order to attract visitors. Otherwise, they're liable to all go to New York City, and the Commonwealth will only be left with accidental tourists."
 -- Kirby Perkins, WCVB-TV, Boston.

>>

SPIRIT EXPRESS SERVICE TARGETS IMPULSE TRAVELERS Travelers making last-minute plans to visit Massachusetts can now get express delivery of the Spirit of Massachusetts Guidebook when they call the Spirit toll-free phone. Spirit Express orders are sent out via first class mail within 24 hours of receiving the order. The cost of Spirit Express delivery is \$4.85, payable with MasterCard or Visa. Overnight courier delivery is also available upon request. The new service is a response to research by the Office of Tourism that shows four out of every ten getaway travelers to Massachusetts plan their trips less than two weeks in advance. The guide can be ordered by calling, toll-free, 1-800-447-MASS, extension 300, and asking for Spirit Express delivery.

>>

MANSFIELD CENTER REOPENS The Mansfield Information Center on I95 has reopened. The center will be jointly managed by a combination of state agencies and regional tourist councils: the Office of Tourism, the Department of Public Works, the Plymouth County Development Council, and the Bristol County Development Council. In another management change, the Massachusetts Turnpike Authority has assumed responsibility for staffing the four turnpike centers at Lee, Natick (east- and westbound), and Charlton.

>>

OFFICE OF TOURISM HEADS WEST The Office of Tourism has established a regional office in Worcester, and Nellie Khoury, the Office of Tourism's tour and travel sales manager, will be spending two days a week there to enable the Office of Tourism to keep in closer touch with central and western regions of the state. Her office is located in the Massachusetts Office of Business Development, 75A Grove Street, 508-792-7357, and she will be there every Tuesday and Thursday. Nellie will continue to manage all the Office of Tourism's group tour and travel agent programs.

>>

SHERATON CEO HONORED John Kapioltas, chairman and chief executive officer of the Sheraton Corporation, was one of seven industry leaders to receive a Spirit of Massachusetts Tourism Leadership Award at the recent Governor's Conference on Travel and Tourism. Kapioltas was honored by Governor Michael Dukakis for his enthusiastic support and commitment to the Office of Tourism's international marketing programs and for the Sheraton's sponsorship of awards established by the Governor to recognize state employees who perform exemplary service. The Sheraton Corporation makes its world headquarters in Boston.

>>

MAGICAL MYSTERY TOUR "Spenser's Mystery Tour" an 8-day murder mystery tour, based on the "Spenser for Hire" mystery novels, is the latest promotional effort to entice Japanese visitors to Massachusetts. The tour package, which begins in Boston, is produced by DL Transnational, a full-service destination management firm specializing in the Japanese market. Tours will depart from Tokyo via Northwest Airlines on July 9, August 27, and November 13. The announcement follows on the heels of a highly successful tour of Japan by Spenser author Robert Parker and Massachusetts tourism officials.

>>

LES VOYAGEURS DE LA FRANCE: A BIENTOT! The New England states and TWA will launch a cooperative marketing program in France next month. The \$200,000 program will include a mix of advertising, public relations, familiarization trips and development of a brochure featuring fly/drive packages offered by Jetset.

>>

RADIO STATIONS PROMOTING WHALE OF A TIME Eight Bay State whale watch and party fishing boat operators have teamed up with the Office of Tourism to promote summer activities along the Massachusetts coast. Four radio stations are conducting contests that promote the Spirit of Massachusetts Spring/Summer Calendar and whale watching and fishing in the Bay State. Participating radio stations are WLKW-FM in East Providence, RI; WGIR-FM in Manchester, NH; WHEB-FM in Portsmouth, NH; and WSR3-FM in Worcester, MA. The stations are giving away \$3,200 of free tickets for whale watch and party fishing cruises donated by participating operators.

>>

PRESS CAMPAIGN PROMOTES CAR-FREE CAPE & ISLANDS The Office of Tourism got a head start on summer travel to Cape Cod, Nantucket, and Martha's Vineyard with a release on ferry, air, and rail services which was distributed before the Memorial Day weekend to more than 1,000 press outlets coast to coast.

>>

LOGAN AIRPORT NAMED INTERNATIONAL AIRPORT OF THE YEAR For the second year in a row, Logan Airport has been designated as the nation's top international airport by the Airport Ground Transportation Association. The Massachusetts Port Authority earned the accolade for its innovative efforts to reduce the number of travelers who drive to the airport by providing and marketing transportation alternatives, such as the Logan Express buses and the Airport Water Shuttle.

>>

NEW BEDFORD HAILED AS ALL-AMERICA CITY The National Civic League, a non-profit group that promotes good government, has designated New Bedford as one of 10 "All-America" cities. The league honored the city for creating programs to help laid-off workers, the disabled, and potential school dropouts get jobs. The award is a welcome antidote to the negative images of the city often portrayed in the press, and New Bedford residents celebrated their new status with a parade.

>>

GET AWAY FROM IT ALL A new guide to campsites in the state forests and parks has been published by the Department of Environmental Management. For a copy, call or write: DEM Division of Forests & Parks, 100 Cambridge Street, Boston, MA 02202, (617) 727-3180.

>>

REGIONAL ROUNDUP This month in Salem, the Essex Institute celebrated the reopening of the 1804 Gardner-Pingree House, a National Landmark, after two years of painstaking restoration. The house is a part of the Essex Institute's 10-year plan to restore seven buildings in its Museum Neighborhood. Info: 508-744-3390. Plymouth officials have discovered their city's designation as "America's Hometown" is also shared by Hannibal, Missouri, the hometown of Mark Twain. Not one to miss a good promotional opportunity, Plymouth Selectmen Chairman Alba Thompson promptly issued a challenge to the upstart town. "We will meet them at high tide on a moonlit night on Plymouth Rock, and they'll be overwhelmed with a sense of history and will willingly forgo the title," she told the Patriot Ledger. Info: 617-826-3136. Holyoke Heritage State Park has been awarded the 1988 Arts and Humanities Award from the National Recreation and Park Association for the Festival of Massachusetts Folklife held at the park last September. Info: 413-534-1723. The Greater Boston Convention & Visitors Bureau has just published its 1989/90 Official Guidebook, which now includes a fold-out map of the city. The guide has a readership of more than 500,000. Info: 617-536-4100.

>>

HAIL TO THOSE WHO ANSWER THE MAIL More than 1,000 general mail and telephone inquiries pour into the Office of Tourism each week and publications are sent and questions answered with dispatch thanks to a hard-working fulfillment crew. Kudos to Stacie Banks, Carolyn Kinsey, Steve Walsh, and Toni Robinson. All of the responses from the Spirit spring/summer advertising campaign are handled by the Office of Tourism's telemarketing firm, and, by mid-May, inquiries exceeded 250,000.

>>

NEW SPIRIT STAFFER The Office of Tourism has appointed a new manager for its computer systems. Mark McDermott (not be confused with Mark McDermott of the Greater Boston Convention & Visitors Bureau) will be responsible for expanding the office's computer capabilities, budget tracking, and managing the Office's research programs. Mark has been an independent consultant for the past five years with clients including Century Bank and AdWeek.

>>

WELCOME A spirited welcome to Linda Malcouronne, general manager/innkeeper, Colonial Inn, Edgartown; Larry Dubin, director of marketing, Jiminy Peak, Hancock; and Jennifer Weininger, administrative director of the International Artists Series of Worcester.

>>

ALL THE FAX Seven regional tourist councils have joined the FAX generation:

Berkshire Visitors Bureau	413-449-1239	Greater Boston CVB	617-424-7664
Bristol County Dev. Council	508-997-9090	Cape Cod Chamber	508-362-3698*
North of Boston	508-532-4283	Northern Middlesex	508-937-3868
Worcester CVB	508-754-8560	* Call to be connected to the FAX	

>>

FYI **** New England Travel & Tourism** is a new travel trade newsletter, published 16 times a year by Gamepoint Publishing. Contact editor Ray Swan at P.O. Box 946, Camden, ME 04843, 207-236-8346. **** Q?** What is going to be the new name of the Quality Inn Downtown in Boston's Cultural District? **A:** The Tremont House, in memory of Boston's first luxury hotel, which opened in 1829 across from what is now the Parker House.

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Moving? Send name & address changes with the five-digit number that appears on your mailing label, to: Michele Nappa, Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202.

MASSACHUSETTS TRAVEL & TOURISM

GOVERNMENT DOCUMENTS
COLLECTION

101 1989

Messenger Number 35, 20 July 1989

Special Issue: A Budget Message From the Director of Tourism

University of Massachusetts
Library Copy

Dear Colleague:

We're beginning the new fiscal year with a \$2.5 million cut in the Massachusetts Office of Travel and Tourism's budget. For FY '90, the total tourism budget is \$6,986,524, a 27 percent reduction from the FY '89 budget of \$9,530,058. The regional grant program was halved, from \$2.2 million to \$1.1 million.

The tourism budget experienced mixed fortunes throughout the legislative process. The final outcome resulted from cuts by the House-Senate Conference Committee and vetoes caused by the impasse between the Governor and the legislature over development of new revenue sources.

The budget cuts to the Spirit of Massachusetts campaign and the regional tourist councils come at a time when erosion of the tourism budget over the last four years has diminished Massachusetts' competitive position in the marketplace.

Obviously, there will be major cuts in current Spirit programs and in regional marketing efforts. The tourism industry's ability to generate much-needed revenues for the Commonwealth will also be reduced.

We've begun a thorough review of all of the Office of Travel and Tourism's advertising, marketing, and publications programs to determine how to best meet the new budget realities. The process will not be easy. Several existing programs will be eliminated; new initiatives that we had planned to introduce this year will be shelved; and reductions in personnel may be required. The end result will be a pared-down Spirit campaign. We'll keep you apprised of final decisions on program cuts and reductions.

On the regional level, I'm planning to meet with the regional tourist council directors to develop strategies to maintain regional marketing efforts.

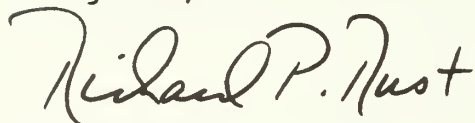
The budget outcome is particularly disheartening given the desire of Governor Dukakis, Secretary Hedgespeth, many legislators, this office, and the entire tourism industry to have a strong tourism program.

We do appreciate all the support we received from you and your colleagues. For the first time in recent history, the state's travel industry spoke with one strong voice. We should be gratified that the issue of tourism was in the forefront of the budget debate until the very end.

This is a difficult and unhappy time for state budget-makers, and they are continuing to grapple with serious issues of revenues and expenditures. We should continue to work together to fashion a comprehensive, long-term strategy for permanent funding of tourism development and marketing. The economic climate is such that we need to continue competing for our share of the tourism market or face continued slippage in visitor growth, travel expenditures, tax revenues, and employment.

The events over the last few weeks also provide a very practical reason to accelerate our plans to work with you to develop a comprehensive state tourism policy. Without such a policy document in place, Massachusetts' tourism industry will face an uncertain future.

Regards,

A handwritten signature in dark ink, reading "Richard P. Rust". The signature is written in a cursive, flowing style with a large initial 'R'.

Richard P. Rust

Director

Massachusetts Office of Travel and Tourism

T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

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 COLLECTION

Number 36, 1 September 1989

TOURISM DIRECTOR MOVES TO PRIVATE SECTOR Tourism Director Richard P. Rust is planning to leave his post in early November and move to the private sector. The architect of the highly-successful "Spirit of Massachusetts" campaign, Dick has been the director of the Massachusetts Office of Travel and Tourism since 1984. Under his direction, Massachusetts has experienced a 36 percent increase in the number of travelers and a 45 percent increase in traveler spending. The economic impact of the state's travel and tourism industry is projected to top \$14.5 billion in 1989. Among his achievements, Dick was responsible for pioneering the marketing of Massachusetts and New England in overseas markets. The New England television advertising campaign in the U.K., developed in collaboration with TWA, has become the model for similar programs by other U.S. destinations. No successor has been appointed by Governor Michael Dukakis.

>>

CORE SPIRIT PROGRAMS SURVIVE BUDGET CUTS The Office of Travel and Tourism will retain its core marketing programs by reducing or eliminating a broad range of secondary programs. The FY '90 tourism budget of \$7 million is 27 percent less than FY '89. The largest budget savings came from elimination of more than \$1 million in grants and contracts. International marketing programs were cut 17 percent, and overall marketing programs have been reduced 10 percent. Other cost-saving measures taken so far include the loss of eight staff positions, the elimination of the winter issue of the Spirit Calendar of Events, and a decision to abandon plans to reinstitute a lodging getaway guide. Additional program cuts have not yet been finalized. As a result of these budget shifts, the 1990 spring/summer media campaign featuring "Spirit of Massachusetts" television and print advertisements will continue at a level near that of 1988. Meanwhile the state's 13 regional tourist councils will discuss the implications of the 50 percent cut in the regional grant program (a separate line item from the tourism marketing budget) at the mid-September meeting of the Governor's Advisory Council on Travel and Tourism.

>>

SUMMER RESULTS Data about the summer season are now being compiled, and the Massachusetts Spring/Summer Barometer will be mailed out later this month.

>>

NEW ENGLAND LAUNCHES TWO-YEAR INTERNATIONAL MARKETING PLAN Public and private sector organizations throughout New England have endorsed an ambitious, two-year international marketing plan. The plan was presented to the industry in late August at a meeting at Boston's World Trade Center. The report, *Boston/New England: Building On Our Momentum*, and an accompanying video presentation were developed by the Massachusetts Office of Travel and Tourism, the Greater Boston Convention and Visitors Bureau, the Massachusetts Port Authority, the New England USA Foundation,

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ACTION ITEMS: Regional bids for 1990 tourism conference, page 2; ABA/NTA pre-convention caucus, FYI, page 4; deadline for ski brochure copy, page 4.

and the New England Governor's Conference.

The report documents the growth of international visitors to New England and provides a flexible plan for private sector involvement in the 1990/91 campaign. The plan's "menu" includes the opportunity to participate in any combination of 28 trade shows, sales missions, special events, and sales leads reports. For companies that wish to have a maximum impact on the international market, there are three levels of commitment that provide significant savings from buying individual programs. Most programs have a minimum and maximum number of participants, and participation is on a first-come-first-serve basis. For a copy of the plan, call Jan Furutani, 617-727-3201, ext. 231.

>>

SECOND EDITION OF SPIRIT GUIDEBOOK IS IN THE WORKS The first edition of the Spirit of Massachusetts Guidebook, the state's four-season guide, was a great success, and production for the 1990/91 edition is under way. Since April, when the Spirit advertising campaign began, more than 325,000 travelers have requested books. The number of responses jumped 40 percent over 1988 despite a level-funded advertising budget of \$2 million. Editorially, the new 1990/91 edition has been reorganized, and all the regional lists of attractions have been incorporated into a single Travel Planner section. The book will also feature new photographs. Publication is set for March 1990. Advertising space in the new book, which will continue to be the Spirit campaign's main fulfillment piece, is still available from publisher GTE/Travel Enterprises. Contact Karen Brown at 617-756-0202.

>>

SPIRIT EXPRESS IS JUDGED A SUCCESS More than 1,200 travelers have taken advantage of the new Spirit Express program, which provides last-minute travelers who call 1-800-447-MASS the option of first-class or overnight delivery of the Spirit of Massachusetts Guidebook. The fee for first class service is \$4.85. The service began in May.

>>

COALITION PROPOSES NEW MASSACHUSETTS TOURISM FUND The Massachusetts Tourism Coalition is planning to file legislation to establish a new system of funding for the state's tourism industry. The coalition is proposing that 35 percent of the state's room tax revenues be reinvested in tourism marketing, operating the Hynes Convention Center, assisting regional marketing programs, and operating information centers. The legislation specifies the percentage of funds available for each area. At the current level of room tax revenues, the Office of Travel and Tourism would receive \$11.5 million annually; the Massachusetts Convention Center Authority, \$4.6 million; the regional tourist councils, \$4.2 million; and the information center network, \$630,000. The coalition will be conducting a state-wide petition drive in support of the proposal this fall. Info: Dan Yaeger, 617-599-4890.

>>

SARAH MANN TO HEAD UP COALITION Sarah Graham Mann of Plimoth Plantation has been elected chairman of the Massachusetts Tourism Coalition. Mann, director of marketing and public relations at Plimoth Plantation for the past 2 1/2 years, succeeds Andrew Rogal, of Rogal America, the coalition's first chairman. Daniel Yaeger continues as executive director. The coalition was organized in 1986 as an advocacy group for the state's tourism industry. The organization's membership consists of key tourism organizations and companies from across the state. Membership info: Dan Yaeger, 617-599-4890.

>>

L&H LAUNCHES NEW LODGING DATA PROGRAM Laventhol & Horwath's lodging data will be more comprehensive and timely as a result of a new collaborative effort with the Massachusetts Office of Tourism and the Massachusetts Hotel/Motel Association. The accounting firm is hoping to enlarge the base of hotels that report occupancy data by signing up smaller properties outside the Boston area. In addition, the monthly reports will now be sent out by the middle of the following month, considerably

faster than the usual 30-day reporting period. Data from L&H will also be used by the Office of Tourism to measure economic impact each quarter. Info: Kerri Ciaffone, L&H, 617-742-6100.

>>

NO SIGN OF PICKUP IN HOTEL BUSINESS Statewide occupancy rates continue to lag behind 1988 rates, according to the latest Laventhol and Horwath report. July's statewide rate was down 4.5 percent compared to July of 1988; Boston's rate slid 3.9 percent. This is the 14th consecutive month that statewide occupancy rates have declined. For the year to date, the statewide occupancy rate is 65.0 percent, down 5.7 percent; Boston's rate is 67.6 percent, down 4.5 percent.

>>

LEAF LINE STARTS SEPTEMBER 18 The Office of Tourism's Fall Foliage Hotline will once again provide travelers with the latest information on the spread of color across the state. Reports will be compiled from data supplied by foresters from the Department of Environmental Management. Travelers can hear the reports by calling, toll-free, in Massachusetts, 1-800-632-8038; from all other northeast states, 1-800-343-9072. The Office of Tourism is also offering two free fall publications, the *Fall Calendar of Events* and the *Fall Foliage Guide*. Cautious spending by travelers, which was widespread this summer, is expected to continue throughout the fall season.

>>

BIDS SOLICITED FOR 1990 CONFERENCE Regions interested in hosting the 1990 Massachusetts' Governor's Conference on Travel & Tourism are being asked to submit proposals this month. The selection committee will consist of the director of the Massachusetts Office of Travel and Tourism; representatives from Boston and Plymouth, previous host regions; and an industry representative designated by Bill Wilson, chairman of the Governor's Advisory Council on Travel and Tourism. All of the state's 13 regions have been sent a copy of the bid requirements that must be met by the host region. Bids are due September 12. Info: Mary Hayes, 617-727-3201, extension 207.

>>

VERY BERRY INDEED Ocean Spray is promoting Massachusetts' native berry and New England in new television commercials now airing in Britain. The spots incorporate video footage of the state's cranberry bogs originally shot for the Office of Travel and Tourism's "Red, White, and Blue" television commercial. Ocean Spray hopes that their products will benefit from the positive image Massachusetts and New England have established in Britain. In return, the company's campaign will help to maintain the awareness of New England among British television viewers, potential travelers to the region.

>>

SISTERS AT 30 1989 marks the 30th anniversary of the Boston/Kyoto, Japan, sister-city relationship. To celebrate the event, the new Kyoto American Center will host "Boston Week" in Kyoto, December 5-10. The program will include a performance by the Boston Symphony Orchestra and a Boston exhibit of brochures, posters, videos, and other promotional materials. All Boston and Cambridge attractions and museums are invited to donate materials which will become part of a permanent display. To participate, contact Jan Furutani, Office of Tourism, 617-727-3201, ext. 231.

>>

SPRINGFIELD CVB APPOINTS NEW DIRECTOR Jack O'Neill, a former advertising executive and television reporter, has been appointed executive director of the Greater Springfield Convention and Visitors Bureau. O'Neill was most recently the principal of Western Media, a full-service advertising agency. He has also been sports director at WGGB-TV and WHYN-AM & FM. O'Neill will assume his position on October 2.

>>

WELCOME A spirited welcome to Lynn Mallory Chandler, assistant sales director, John Carver Inn, Plymouth, and Dan'l Webster Inn, Sandwich; Linda A. Donato, director of marketing and Deborah A. Ryan, director of sales, Boston Harbor Hotel; Stephen Gleason and Gordon Jones of Concierge of Boston, a personal and group itinerary planning service; Mark D. Krentzman, sales manager, Holiday Inn-Boston/Somerville.

>>

REGIONAL ROUNDUP Boston's African Tropical Forest opens September 9 at the Franklin Park Zoo. The 3-acre exhibit is one of the largest of its kind in the country and will house more than 150 animals. The zoo is operated by the Metropolitan District Commissions's Metroparks Zoos. Info: 617-442-2002. Plimoth Plantation has developed a concierge program to enable hotels to purchase combination Pilgrim Village and Mayflower tickets at a discount for their guests. Minimum order is 25 tickets. Info: 508-746-1622. The Plymouth County Development Council has just published *The Best of New England Series* which features multi-destination "do-it-yourself" itineraries that each include Plymouth. Info: 617-826-3136. Worcester will host the National Conference on Apparitions next June. More than 9,000 are expected to attend the conference at the Worcester Centrum. Info: 508-753-2920. Cape Cod's *Indian Summer* brochure, which features fall packages, is now available. Info: 508-362-3225. The nineteenth edition of Bristol County's *Factory Outlet Guide* will be available in September. Info: 508-997-1250. Nantucket celebrates the island's arts and crafts with Nantucket Heritage Days, October 15-21. The program includes art classes and special lodging rates. Info: 508-228-1700. The 51st Annual National Folk Festival in Lowell proved to be a great success with more than 150,000 people enjoying three days of live performances. The Northern Middlesex Convention and Visitors Bureau has just published its first *Meeting and Tour Planning Guide*. Info: 800-523-5239. The print order for the North of Boston's 1990 edition of the *Group Tour & Convention Planner* will be doubled to 9,000. Info: 508-532-1449. The latest edition of the Pioneer Valley's *Official Guidebook* will be available in early September. Info: 413-787-1548. The Berkshire Scenic Railway is up and running with service from Lenox Station north towards Pittsfield. Info: 413-637-2210.

>>

FYI ** The American Bus Association and the National Tour Association Pre-convention Caucus will be held on September 12 at the Sheraton Plymouth. Info: Nellie Khoury, 617-727-3201, ext. 226. ** British Airways will increase its London-Boston service next year by adding a second daily flight between Logan Airport and Heathrow during the peak summer season. ** Travel Agent Magazine now has a Massachusetts correspondent: Martha Mayne, 24 Butler Avenue, Manchester, MA 01944, 508-526-8163. ** Massachusetts' own Plimoth Plantation and Old Sturbridge Village received high marks in a recent *U.S. News & World Report* article on living history museums.

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DEADLINE Ski brochure: information from ski areas due September 11. Send information to Kim Thompson at the Office of Tourism, FAX 617-727-6525.

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 Moving? Send name & address changes with the five-digit number that appears on your mailing label, to: Michele Nappa, Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202 or FAX to 617-727-6525.

T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

Number 37, September 1989

Special Edition: Spring/Summer 1989 Travel Barometer

CAUTIOUS SPENDING CHARACTERIZES MASSACHUSETTS' SPRING & SUMMER SEASON

The number of visitors to Massachusetts this spring and summer was close to 1988, but travelers' concerns about economic conditions resulted in very cautious spending. Statewide hotel occupancy rates, a key travel indicator, dropped each month from March through July. April showed the sharpest decline, down 7.5% compared to April of 1988. Total hotel sales posted a modest gain in May and declined in April, June, and July.

The Barometer's aggregate attendance figures dipped 5.9% with attractions, beaches, and parks all reporting decreased attendance. The number of visitors at state and national parks was off 7.6% from last year.

Highway traffic showed a modest increase of 3.2%. As expected, major increases in domestic airfares resulted in a 9% drop in domestic passenger counts at Logan Airport. By contrast, international traffic at Logan rose 6.7%, the seventh consecutive seasonal increase. The number of passengers on Steamship Authority ferries to Nantucket and Martha's Vineyard remained even with last summer while air traffic to the islands dropped sharply.

For the ninth consecutive season, use of the state's major tourist information centers increased. This season more than 901,000 travelers stopped for assistance, 4.1% more than 1988.

MASSACHUSETTS TRAVEL BAROMETER, SPRING/SUMMER 1989

	<u>SPR/SUM 89</u>	<u>SPR/SUM 88</u>	<u>% +/-</u>
ATTENDANCE (Mar-Aug)	16,477,406	17,513,783	- 5.9%
Museums & Attractions	8,357,161	8,986,340	- 7.0%
Beaches	5,604,652	5,913,985	- 5.2%
Parks	1,614,467	1,747,767	- 7.6%
Information Centers	901,126	865,691	+ 4.1%
AIR	9,764,760	10,503,408	- 7.0%
(Mar-July, in- & outbound)			
Logan Airport-Domestic	8,160,735	8,972,422	- 9.0%
Logan Airport-International	1,469,739	1,377,387	+ 6.7%
Nantucket Airport *	72,759	86,953	-16.3%
Barnstable Airport *	61,527	66,646	- 7.7%

	<u>SPR/SUM 89</u>	<u>SPR/SUM 88</u>	<u>% +/-</u>
HIGHWAY (Mar-July)	5,623,976	5,448,625	+ 3.2%
Massachusetts Turnpike	4,453,894	4,318,362	+ 3.1%
Sagamore & Bourne Bridges #	394,713	386,176	+ 2.2%
I91-north- & southbound #	217,241	213,035	+ 2.0%
I95-north- & southbound #	302,509	288,817	+ 4.7%
Route 2-east-& westbound #	255,619	242,235	+ 5.5%

FERRY (Mar-Aug)	1,350,246	1,348,239	+ 0.1%
Steamship Authority			
Martha's Vineyard	1,072,252	1,060,048	+ 1.2%
Nantucket	277,994	288,191	- 3.5%

Hotel/Motel Occupancy Rates

Month	<u>1989</u>	<u>1988</u>	<u>% +/-</u>	<u>1989</u>	<u>1988</u>	<u>% +/-</u>
	<u>Statewide</u>			<u>Boston/Cambridge</u>		
July	66.4%	71.0%	-6.5%	71.3%	74.2%	-3.9%
June	73.7%	78.3%	-5.9%	77.7%	82.1%	-5.4%
May	71.0%	73.1%	-5.4%	76.3%	77.5%	-1.5%
April	62.0%	67.0%	-7.5%	69.3%	70.4%	-1.6%
March	58.8%	59.5%	-1.2%	67.3%	64.2%	+4.8%

Hotel/Motel Total Sales

Month	<u>% +/- (1989 vs. 1988)</u>	<u>% +/- (1989 vs. 1988)</u>
	<u>Statewide</u>	
July	-2.9%	-1.6%
June	-5.8%	-7.4%
May	+1.7%	+4.3%
April	-2.4%	+4.5%

**MUSEUMS AND ATTRACTIONS
(Mar-Aug)**

	<u>SPR/SUM 89</u>	<u>SPR/SUM 88</u>	<u>% +/-</u>
<i>Greater Boston</i>			
Adams Historic Site	18,642	19,289	- 3.4%
Boston Tea Party Ship & Museum	69,136	79,400	-12.9%
Bunker Hill Pavillion	60,646	73,807	-17.8%
Children's Museum	307,524	315,982	- 2.7%
Harvard Museums *	58,703	114,052	-48.5%
Institute of Contemporary Art **	13,226	28,244	-53.2%
Isabella Stewart Gardner Museum	78,734	80,185	- 1.8%
John Hancock Observatory	202,789	201,679	+ 0.6%
JFK Library & Museum	135,751	147,904	- 8.2%
Computer Museum	57,037	47,892	+19.1%
MIT Museums	119,000	120,800	- 1.5%
Museum of Fine Arts	409,112	387,695	+ 5.5%
Museum of Our National Heritage	29,325	30,928	- 5.2%

Average Daily Total

* Due to change in counting procedures

** 1988 numbers include attendance at Picasso exhibit

MUSEUMS & ATTRACTIONS

(Greater Boston cont.)

	<u>SPR/SUM 89</u>	<u>SPR/SUM 88</u>	<u>% +/-</u>
Museum of Science *	911,051	1,446,444	-37.0%
Museum of Transportation	10,315	10,414	- 1.0%
New England Aquarium	807,156	867,158	- 6.9%
Old State House	57,072	53,543	+ 6.6%
Paul Revere House	135,038	128,879	+ 4.8%
Prudential Skywalk	118,401	109,935	+ 7.7%
Stone Zoo	Data not supplied		
U.S.S. Constitution Museum	51,215	61,378	-16.6%
U.S.S. Constitution	696,704	621,904	+12.0%

North of Boston

Hammond Castle	34,857	29,609	+17.7%
House of Seven Gables	82,595	90,421	- 8.7%
Museum of American Textile History	15,455	20,806	-25.7%
Peabody Museum	55,121	63,225	-12.8%
Salem Maritime Site	453,980	486,615	- 6.7%

Plymouth

Edaville Railroad	48,762	52,846	- 7.7%
Plimoth Plantation	187,540	211,862	-11.5%
Mayflower II	208,443	235,125	-11.3%

Cape Cod

Cape Cod Museum of Natural History	30,116	30,928	- 2.6%
Heritage Plantation	73,965	75,397	- 1.9%
Pilgrim Monument	84,258	87,334	- 3.5%
Sandwich Glass Museum	35,114	33,641	+ 4.4%

Bristol County

Battleship Cove	96,670	85,785	+12.7%
Great Woods Performing Arts Cntr.#	331,369	322,535	+ 2.7%
New Bedford Whaling Museum	32,812	38,933	-15.7%

Worcester

Fruitlands Museums	9,294	8,331	+11.6%
Higgins Armory Museum	28,409	23,825	+19.2%
Mechanics Hall	102,740	69,450	+47.9%
New England Science Center	66,789	70,986	- 5.9%
Old Sturbridge Village	341,452	343,159	- 0.5%
Whalom Park	175,800	182,000	- 3.4%

Pioneer Valley

Basketball Hall of Fame	73,502	80,271	- 8.4%
Connecticut Valley Hist'l Museum	21,275	19,516	+ 9.0%
Historic Deerfield	15,207	18,495	-17.8%
Riverside Park	776,000	756,000	+ 2.7%
G. Walter Smith Art Museum	27,569	26,230	+ 5.1%
Springfield Museum of Fine Arts	23,986	31,086	-22.8%
Springfield Science Museum	90,242	102,078	-11.6%
The Big E (Sept only)	SEASONAL		

* 1988 numbers include attendance at Ramesses the Great exhibit

1989 & 1988 August figures not included

MUSEUMS & ATTRACTIONS**SPR/SUM 89****SPR/SUM 88 % +/-***Berkshires*

Berkshire Museum	49,319	53,728	- 8.2
Berkshire Scenic Railway *	1,238	8,263	-85.0
Clark Art Institute	74,649	66,912	+11.6
Hancock Shaker Village	40,444	32,654	+23.9
Norman Rockwell Museum	82,657	73,958	+11.8
Tanglewood Music Festival	308,091	325,157	- 5.2

BEACHES (Mar-Aug)

Cape Cod National Seashore	3,335,082	3,318,224	+ 0.5
Crane's Beach	138,555	150,199	- 7.8
Horseneck Beach	369,680	400,090	- 7.6
Salisbury Beach	1,761,335	2,045,472	-13.9

PARKS (Mar-Aug)

Fall River Heritage Park	129,718	169,972	-23.2
Georges Island (MDC)	45,040	88,125	-48.9
Lowell National Park	536,757	512,425	+ 4.7
Minuteman National Park	604,372	654,519	- 7.7
Nickerson State Park	193,363	198,820	- 2.7
Parker State Forest	62,749	70,075	-10.5
Standish State Park	42,468	53,831	-21.2

INFORMATION CENTERS (Mar-Aug)

Boston Nat'l Park Visitors Ctr.	135,603	146,315	- 7.2
Boston Common	201,806	233,549	-13.6
Charlton East	166,879	125,875	+32.6
Charlton West	48,330	40,245	+20.2
Lee	48,095	47,846	+ 0.5
Mansfield **	49,897	58,531	-14.8
Natick	31,283	21,443	+45.9
Plymouth	219,233	191,887	+14.2

* Not in service until mid-July 1989

** Center closed July 1988 June 1989

.....

The *Massachusetts Travel Barometer* samples attendance, traffic, and lodging data from throughout the state. Barometer reports are compiled by the Massachusetts Office of Travel and Tourism for the spring/summer, fall, and winter seasons. Sources include: Laventhol and Horwath for lodging statistics; Massachusetts Turnpike Authority for traffic; Massachusetts Port Authority for Tobin Bridge and Logan Airport traffic; Department of Environmental Management for state parks and beaches; and the Massachusetts Department of Public Works for Routes 2 and I-91 traffic and Sagamore and Bourne bridges. For more information, contact Mark McDermott at the Massachusetts Office of Travel and Tourism, 617-727-3201, ext. 212.

.....

**Moving? Send address change to Michele Nappa, Office of Tourism,
 100 Cambridge St., 13th Fl., Boston, MA 02202**

SS. MA 32.3: 38

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Number 38, 1 November 1989

A FAREWELL LETTER FROM OUTGOING TOURISM DIRECTOR RICHARD RUST

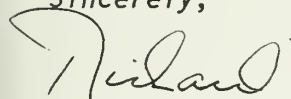
Dear Colleagues:

I'm both excited and anxious as I leave the relative security of the public sector for the challenge of the competitive business world, and I'm proud of the many achievements of the Office of Travel and Tourism during the past, five, very satisfying years.

The most important part of my tenure as tourism director has not been the statistics of visitor growth, as gratifying as the numbers are. What I will take with me and remember most is a long list of people who were kind and helpful.

Keep the Spirit!

Sincerely,



Richard P. Rust

ALDEN S. RAINE NAMED AS NEW ECONOMIC AFFAIRS SECRETARY Governor Michael Dukakis named Alden S. Raine as the new secretary of economic affairs last month. Raine, who succeeded Grady Hedgespeth, will also continue to head up the governor's Economic Development Office, a position he's held since 1983. Raine was one of the administration's earliest advocates for aggressive marketing of the state's tourism industry: one of his first initiatives in the Economic Development Office was the tripling of the state's tourism budget in 1984 and the establishment of the Spirit of Massachusetts campaign under the direction of his then deputy, Richard Rust.

>>

SKI IT TO BELIEVE IT . . . IN MASSACHUSETTS This year's Spirit of Massachusetts ski campaign will piggyback on the \$11 million national "Ski It To Believe It" marketing program, designed to encourage nonskiers to take up the sport. The Massachusetts campaign, which offers discounts on ski lessons and equipment purchases, will be promoted through radio spots, a brochure, and a public relations campaign. It is a cooperative effort of the Office of Tourism, the Massachusetts Ski Areas Association, 26 downhill and cross-country areas, Ski Market, and the Massachusetts Turnpike Authority.

.....
ACTION ITEMS: Sign up for international programs, p. 2; Farewell party for Richard Rust, p. 2; VIP Pass, p. 3; Calendar deadline, p. 4
.....

Sixty-second Ski It To Believe It radio spots will air in Albany, Hartford, Providence, and Boston for four weeks beginning in early January. Ski Market will promote the program in its newspaper advertisements and sales circulars. The brochure will be distributed at all Massachusetts Turnpike tollbooths, Massachusetts Tourist Information Centers, and 13 Ski Market stores.

To encourage potential skiers to try the sport in Massachusetts, participating ski areas are offering a special beginner's discount package for \$12. The package consists of a lesson, equipment rental, and a beginner's lift ticket or trail pass. It will be offered weekdays by advance reservation. Skiers who take their \$12 beginner's tickets to any Ski Market store will also get a twenty percent discount on beginner downhill or cross-country packages. Bring on the snow!

>>

SHHHHH! (SECRET NEWS) The Massachusetts Tourism Coalition is organizing a farewell party for Dick Rust, outgoing tourism director, on Tuesday, November 14, 7:30-midnight, at the Roxy nightclub, Tremont House (formerly the Quality Inn), Boston. For ticket information, call the coalition at 617-599-4890.

>>

GETAWAYS ARE BACK The marketing of getaway vacations is being revived after a two-year hiatus. GTE Travel Enterprises, in collaboration with the Office of Tourism, has developed an advertising-based getaways program aimed primarily at residents in the New York metropolitan area. A packet containing up to 30 special value lodging, restaurant, and attraction coupons will be distributed by GTE to 50,000 potential travelers to Massachusetts. Each packet will include a welcome letter and calendar of events from the Massachusetts Office of Tourism, a "menu" of getaway discounts, and a voucher and rack brochure from each participating establishment. The Office of Travel and Tourism will promote the program with black-and-white, direct response print ads in *The New York Times*. In addition to fulfilling requests from the ads, GTE will send the packets to all travelers requesting guidebooks this winter and to selected residents in the New York metro area who responded to this summer's Spirit of Massachusetts advertising campaign. For advertising rate information, contact GTE Travel Enterprises at 617-756-0202.

>>

ON THE ROAD AGAIN The Massachusetts Office of Tourism, Massport, and the Greater Boston Convention and Visitors Bureau are on the road this month as they host three major fam trips for Japanese tour operators and meeting planners. Los Angeles-based Japanese tour operators will be visiting Boston, Salem, Cape Ann, and Sturbridge, while their New York counterparts will be seeing Boston, Plymouth, Sandwich, and New Bedford. Representatives from Kintetsu, a Japanese travel company, will accompany some of their top corporate clients on a trip that will showcase Boston and Cape Cod as meeting destinations. This is the second consecutive year that Massachusetts has hosted New York- and LA-based tour companies.

>>

LAST CALL To date, 20 public and private organizations have signed on to participate in the two-year international marketing campaign sponsored by the Boston/New England Tourist Board. The plan provides companies the opportunity to participate in as many as 28 marketing events and programs. Space is going quickly and participation is on a first-come-first-served basis. For information and to sign up, contact Jan Furutani, Office of Travel and Tourism, 617-727-3201, ext. 231.

>>

FAMS TIMES FOUR Massachusetts is offering tour operators fams for all seasons in a new Spirit trade campaign unveiled at this week's NTA convention. The program promotes four, new, inter-regional fam trips developed by the Office of Tourism and the state's regional tourist councils. Print ads, headlined, "For exciting new ideas, Massachusetts has just the ticket," promote the trips in *Travel Management Daily*, *Courier*, and *Destinations*, and a four-color booklet and application form will be mailed to 1,500 tour operators in the U.S. and Canada.

The tours consist of spring in Plymouth, Cape Cod, and Bristol County, April 5-8; summer in Boston, Worcester County, and Greater Springfield, June 28-July 1; autumn in Boston, the North Shore, and Middlesex County, September 6-9; and winter in the Pioneer Valley and the Berkshires, October 25-28. In addition to showcasing attractions, hotels, and restaurants, each tour includes a Business Exchange, which enables tour operators and suppliers to meet face-to-face. The cost for each tour is \$99 per tour operator and \$150 per spouse. To register, or for more information, contact Nellie Khoury, Office of Tourism, 617-727-3201, ext. 225.

>>

GOOD GUIDE TO GOOD NIGHTS The fourth edition of the Spirit of Massachusetts Bed & Breakfast Guide rolls off the press early this month. The 76-page book provides information on 301 individual B&Bs and 62 reservation services from around the state. B&Bs are organized by region and town. Listings describe each establishment and include prices, location, and amenities. The guide was compiled and edited by Kim Thompson and is one of several Spirit publications now produced in-house. The book will be promoted through public relations and sent free to travelers on request. For a single copy, call the Office of Tourism, 617-727-3201.

>>

VERY IMPORTANT PASS The Office of Tourism has developed a statewide VIP Pass program for travel trade professionals. The pass entitles travel agents, tour operators, and consumer and trade press to free admission into participating museums and attractions. Details of the program and sign-up forms have been mailed to attractions. The sign-up deadline is Monday, November 13. For more information, contact Eileen Clifford, Office of Tourism, 617-727-3201, ext. 227.

>>

SPRINGFIELD HOSTS 1990 GOVERNOR'S CONFERENCE The Third Annual Massachusetts Governor's Conference on Travel and Tourism will be held in Springfield next year. Springfield was selected by representatives from the Office of Travel and Tourism, the Governor's Advisory Council on Travel and Tourism, and previous host regions. The decision was not an easy one, according to panelists, as five regions presented very strong proposals. The conference will take place the week of April 9th, 1990. All meetings and conference activities will be in two adjacent hotels: the Sheraton Tara and the Springfield Marriott. Planning for the conference now swings into high gear. Ideas for keynote speakers, panelists, and workshop topics are welcome. Send ideas to Mary Hayes, Office of Travel and Tourism, 617-727-3201, ext. 245.

>>

ROOM TAX COLLECTIONS OFF State room tax collections dropped 9.9 percent for the first three months of fiscal year 1990 (July-September), according to the Department of Revenue, a loss to the Commonwealth's coffers of \$1.9 million.

>>

OCCUPANCY RATES: SOUTHEASTERN MASS UP IN AUGUST Occupancy rates of hotels in southeastern Massachusetts went up in August, the only region of the state to show an increase, according to Laventhol and Horwath. The region's 78.3 percent occupancy rate was up 3.8 percent from August, 1988. By contrast, statewide occupancy rates were down 5.4 percent, Boston, down 2.5 percent. L&H's statewide report shows properties in the mid- and top-price ranges (average daily rates of \$75 and up) are faring considerably better than lower-priced properties.

>>

SCHNABEL, COLLIER HEAD UP TOP TRAVEL POSTS Rockwell A. Schnabel is the new head of the United States Travel and Tourism Administration, and Robert Collier, senior vice president for marketing for the Sheraton Corporation, has been elected national chairman of the Travel Industry Association.

>>

WHERE, OH WHERE, DO THE GUIDEBOOKS GO? New Yorkers request more Spirit of Massachusetts Guidebooks than any other state's residents, according to an analysis of this summer's phone and mail requests. Twenty percent of the books went to the

Empire State followed by Massachusetts, New Jersey, Pennsylvania, and Connecticut - all within Massachusetts's primary market area. The largest number of requests from state outside the northeast U.S. came from California, which ranked sixth overall.

>>

COPLEY PLAZA AND RED LION ARE HISTORY Two Massachusetts properties have been selected for a new program by the National Trust for Historic Preservation to promote historic hotels. The Copley Plaza Hotel in Boston and the Red Lion Inn in Stockbridge are among the 32 hotels which the Trust will promote to its members with the assistance of American Airlines, Hertz, and a Virginia travel agency. Half of the agency's commission will go to the Trust for its preservation programs.

>>

REGIONAL ROUNDUP **Boston:** The Greater Boston Convention and Visitors Bureau's *Fall/Winter Travel Planner* is now available. The guide features special packages for "Monet in the 90s," the Museum of Fine Arts' latest blockbuster exhibit, February 7-April 29, 1990. Info: 617-536-4100. **Lenox:** Canyon Ranch Health Spa, constructed around the restored Bellefontaine Mansion, is now open. Info: 800-326-7100. **Plymouth:** The Plymouth County Development Council and Bridgewater State College are sponsoring a workshop, "Successful Travel Marketing on a Limited Budget," November 9 at the Sheraton Plymouth. The program is for hotels, attractions, and other travel-related businesses. Reservations required; seating is limited. Info: 617-826-3136. **Springfield:** the Armory Museum has reopened after undergoing \$4.6 million in renovations. Info: 413-787-1548. **Worcester County:** two new properties have opened their doors: the Chocksett Inn in Sterling and Quality Suites in West Marlboro. The new edition of *Tour Worcester, A Guide to Worcester County* is now available. Info: 508-753-2920. **North of Boston:** 6,000 copies of the North of Boston Convention & Visitors Bureau's new *Group Tour & Convention Planner* just rolled off the presses. The bureau's second annual FamTour and Trade Show for tour operators will take place April 27-May 1. Info: 508-532-1449.

>>

TRAVEL PEOPLE A spirited welcome to Tracy Jansen, former intern at the Office of Tourism, now administrative assistant, North of Boston Convention & Visitors Bureau; David Augustinho, director of operations and development, Bristol County Development Council; Christine Murphy, sales and conference director, The Wauwinet, Nantucket; Bruce E. Leaver, director of marketing, Guest Quarters Suite Hotel, Boston/Cambridge; Bob Sylvia, general manager, The Inn at Children's, Boston; Mark Waslick, general manager, Hotel Northampton; Ralph Stirlacci, general manager, Ramada Inn, Chicopee; and Carol Laflamme, administrative assistant, Springfield CVB. And congratulations to Christopher Jennings, former executive director of New England USA, now director of tourism for New Hampshire.

>>

QUOTABLE "The high consumption, carefree spending that characterized the current decade may indeed be coming to a close. Self indulgence may be on the way out, with a more tempered outlook on the part of consumers."

-- James Camissa, *Travel Industry Indicators*

>>

FYI ** The Massachusetts Tourism Coalition has a new phone number for voice and fax messages: 617-599-4890. The coalition's address remains P.O. Box 643, Swampscott, MA 01907. ** Mary Hayes has a new phone extension at the Office of Tourism. She can be reached at 617-727-3201, ext. 245. ** A reminder: there will be no Spirit of Massachusetts winter calendar of events due to budget constraints.

>>

DEADLINE **Spring/Summer Calendar of Events:** information for events, April-September 15, due December 15. Mail to Kim Thompson at the Office of Tourism or fax to 617-727-6525. Info: 617-727-3201, ext 221.

>>

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Number 39, December 1989

Special Edition: Fall Travel Barometer

SLOWDOWN IN BAY STATE TOURISM CONTINUES INTO FALL SEASON

A sluggish fall travel season was characterized by a decrease in overall attendance (7.5%) and a continual decline in statewide occupancy rates. Cautious spending prevailed as travelers remained concerned about economic conditions.

Museums, attractions, beaches and parks all reported a decrease in the number of visitors. This is the second consecutive season that these four categories showed a drop in overall attendance. Museums and attractions showed the largest decline, with attendance falling 8.5%.

Statewide occupancy rates showed declines in September and October (4.6% and 4.8%). Although monthly occupancy rates fell off dramatically at the beginning of the year, they appear to have now stabilized at just 5% below 1988 rates. Boston hotel occupancy rates fared slightly better than statewide rates, dipping just 1.2% in September and 2.4% in October.

Air travel registered a 7.8% decrease. Mirroring the national trend of resistance to higher air fares, domestic traffic at Logan dropped 9%. The number of international arrivals which had grown steadily this year, declined 1.1%.

Highway counts remained even with last season but ferry traffic to Nantucket and Martha's Vineyard rose 3.2%. Use of the state's information centers increased 3%.

MASSACHUSETTS TRAVEL BAROMETER, FALL 1989

	FALL 89	FALL 88	% +/-
ATTENDANCE (Sept-Nov)	6,295,453	6,802,282	- 7.5%
Museums & Attractions	3,856,405	4,213,584	- 8.5%
Beaches	1,643,914	1,754,312	- 6.3%
Parks	399,168	428,928	- 6.9%
Information Centers	395,966	384,397	+ 3.0%
AIR	3,910,986	4,242,054	- 7.8%
(Sept & Oct, in- & outbound)			
Logan Airport-Domestic	3,299,129	3,624,973	- 9.0%
Logan Airport-International	564,614	570,717	- 1.1%
Nantucket Airport *	26,241	23,308	+ 12.6%
Barnstable Airport *	21,002	23,056	- 8.9%

LODGING**Hotel/Motel Occupancy Rates**

Month	1989 Statewide	1988	% +/-	1989 Boston	1988	% +/-
Sept	77.7%	81.5%	- 4.6%	87.0%	88.1%	- 1.2%
Oct	80.1%	84.2%	- 4.8%	89.5%	91.7%	- 2.4%
Nov	N/A			N/A		

Average Daily Room Rate

Month	1989 Statewide	1988	% +/-	1989 Boston	1988	% +/-
Sept	\$100.68	\$100.27	+ 0.4%	\$120.51	\$118.31	+ 1.9%
Oct	\$103.25	\$103.36	- 0.1%	\$125.45	\$124.26	+ 1.0%
Nov	N/A			N/A		

HIGHWAY

(Sept-Nov)	3,062,326	3,043,332	+ 0.6%
Massachusetts Turnpike	2,650,939	2,606,200	+ 1.7%
Sagamore & Bourne Bridges #	140,605	152,447	- 7.8%
I91-north & southbound #	95,604	90,029	+ 6.2%
Route 2-east- & westbound #	175,178	194,656	- 10.0%

FERRY (Sept-Nov)

Steamship Authority	511,835	496,104	+ 3.2%
Martha's Vineyard	405,258	389,795	+ 4.0%
Nantucket	106,577	106,309	+ 0.3%

MUSEUMS AND ATTRACTIONS (Sept-Nov)*Greater Boston*

Adams Historic Site	9,877	9,388	+ 5.2%
Boston Tea Party Ship & Museum	N/A	N/A	
Bunker Hill Pavillion	15,871	19,935	- 20.4%
Children's Museum	89,176	94,822	- 6.0%
Computer Museum	15,860	14,762	+ 7.4%
Franklin Park Zoo **	116,194	19,303	+502.0%
Harvard Univ. Art Museums	19,467	20,351	- 4.4%
Isabella Stewart Gardner Museum	34,306	35,832	- 4.3%
John Hancock Observatory	90,630	88,224	+ 2.7%
JFK Library & Museum	N/A	N/A	
MIT Museums	60,200	58,200	+ 3.4%
Museum of Fine Arts	238,390	215,346	+ 10.7%
Museum of Our National Heritage	12,109	11,961	+ 1.2%
Museum of Science	339,421	388,635	- 12.7%
Museum of Transportation	2,705	5,752	- 53.0%
New England Aquarium	213,537	253,198	- 15.7%

Average Daily Total

** Tropical Forest opened Aug 89

MUSEUMS & ATTRACTIONS	FALL 89	FALL 88	% +/-
Old State House	27,030	29,287	- 7.7%
Paul Revere House	56,298	60,368	- 6.7%
Prudential Skywalk	N/A	N/A	
Stone Zoo	43,355	57,058	- 24.0%
U.S.S. Constitution Musuem	19,785	22,549	- 12.3%
U.S.S. Constitution	224,983	269,617	- 16.6%
<i>North of Boston</i>			
Hammond Castle	14,955	10,185	+ 46.8%
House of Seven Gables	45,836	46,462	- 1.4%
Museum of American Textile History	2,838	2,506	+ 13.3%
New England Quilt Museum	3,663	4,429	- 17.3%
Peabody Museum	24,636	32,648	- 24.5%
Salem Maritime Site	194,962	216,733	- 10.1%
<i>Plymouth</i>			
Edaville Railroad	37,182	49,156	- 24.4%
Plimoth Plantation	119,100	136,077	- 12.5%
Mayflower II	114,558	123,301	- 7.1%
<i>Cape Cod</i>			
Cape Cod Museum of Nat'l History	10,180	11,151	- 8.7%
Heritage Plantation	23,037	25,086	- 8.2%
Pilgrim Monument & Museum	33,751	33,031	+ 2.2%
Sandwich Glass Museum	22,365	21,702	+ 3.1%
<i>Bristol County</i>			
Battleship Cove	23,461	28,299	- 17.1%
Great Woods Performing Arts Cntr	158,762	122,047	+ 30.1%
New Bedford Whaling Museum	11,255	14,190	- 20.7%
<i>Worcester</i>			
Fruitlands Museums	4,356	5,014	- 13.1%
Higgins Armory Museum	7,010	7,659	- 8.5%
Mechanics Hall	42,135	51,943	- 18.9%
New England Science Center	13,708	16,618	- 17.5%
Old Sturbridge Village	167,926	186,754	- 10.1%
Whalom Park	21,200	26,000	- 18.5%
<i>Pioneer Valley</i>			
Basketball Hall of Fame	21,696	24,243	- 10.5%
Connecticut Valley History Museum	10,019	11,503	- 12.9%
Historic Deerfield	11,160	9,305	+ 19.9%
Riverside Park	94,945	73,114	+ 29.9%
G. Walter Smith Art Museum	8,893	13,468	- 34.0%
Springfield Museum of Fine Arts *	7,984	51,090	- 84.4%
Springfield Science Museum **	19,545	37,542	- 47.9%
The Big E (Sept only) #	800,902	1,012,543	- 20.9%

* 1988 Impressionist Exhibit

** Overflow from Exhibit

Ten days of rain ~~1040~~ 135

	FALL 89	FALL 88	% +/-
Museums & Attractions			
<i>Berkshires</i>			
Berkshire Museum	27,989	27,181	+ 3.0%
Berkshire Scenic Railway	3,427	6,456	- 46.9%
Clark Art Institute	36,898	32,077	+ 15.0%
Hancock Shaker Village	22,148	19,851	+ 11.6%
Norman Rockwell Museum	49,940	44,132	+ 13.2%
Tanglewood Music Festival	CLOSED		
BEACHES (Sept-Nov)			
Cape Cod National Seashore	1,345,151	1,523,537	- 11.7%
Crane's Beach	34,881	24,720	+ 41.1%
Horseneck Beach	87,948	71,741	+ 22.6%
Salisbury Beach	175,934	134,314	+ 31.0%
PARKS (Sept-Nov)			
Fall River Heritage Park	16,187	10,311	+ 57.0%
Georges Island (MDC)	8,962	13,559	- 33.9%
Lowell National Park ##	114,659	108,149	+ 6.0%
Minuteman National Park	225,815	268,312	- 15.8%
Nickerson State Park	N/A	N/A	
Parker State Forest	17,369	16,910	+ 2.7%
Standish State Forest	16,176	11,687	+ 38.4%
INFORMATION CENTERS (Sep-Nov)			
Boston Nat'l Park Visitors Ctr	59,860	77,191	- 22.5%
Boston Common	88,243	82,162	+ 7.4%
Charlton East	66,021	68,519	- 3.7%
Charlton West	19,334	19,473	- 0.7%
Lee	26,000	24,700	+ 5.3%
Mansfield	44,479	CLOSED	
Natick	11,816	12,017	- 1.6%
Plymouth	124,692	100,335	+ 24.3%

Figures do not include Nov

.....
 The *Massachusetts Travel Barometer* samples attendance, traffic, and lodging data from throughout the state. Barometer reports are compiled by the Massachusetts Office of Travel and Tourism for the spring/summer, fall, and winter seasons. Sources include: Laventhol and Horwath for lodging statistics; Massachusetts Turnpike Authority for traffic; Massachusetts Port Authority for Logan Airport traffic; Department of Environmental Management for state parks and beaches; and the Massachusetts Department of Public Works for Route 2 and I91 traffic and Sagamore and Bourne bridges. For more information, contact Mark McDermott at the Massachusetts Office of Travel and Tourism, 617-727-3201, ext. 212.

Moving? Send address change to Michele Nappa, Office of Tourism, 100 Cambridge St., 13th Fl., Boston, MA 02202.

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Number 40, January 1990

TOURISM ESCAPES LATEST ROUND OF BUDGET CUTS The legislature has rejected a plan to cut an additional \$2.5 million from the tourism budget. The latest version of the FY90 state budget, approved in early January by Governor Michael Dukakis, includes \$5.6 million for the Office of Tourism and \$1.3 million for the regional tourist councils. The Office of Tourism's budget is now \$294,000 less than the original FY90 budget since 5 percent was cut as part of an earlier administrative cost-savings program. The regional grant program was increased \$221,000 from the original FY90 budget, but release of the new funds is dependent upon sufficient state revenues.

The tourism budgets were saved as a result of bipartisan support in the House and the Senate, strong advocacy by Secretary of Economic Affairs Alden S. Raine and his staff, and an intense lobbying effort by the Massachusetts Tourism Coalition, regional tourist council directors, and industry leaders throughout the state.

With the budget secure, the Office of Tourism's spring/summer advertising campaign and other marketing programs are now moving forward.

>>

FIRST IS FIRST AT TOURISM Deputy Director Deborah S. First has been designated by Secretary of Economic Affairs Alden S. Raine to run the Office of Travel and Tourism pending appointment of a new director. First has served as deputy director of tourism since 1983. Her responsibilities have included management of all consumer and trade advertising and marketing programs, development of Spirit travel guides and publications, and the creation of public-private cooperative programs.

>>

SPIRIT'S RED, WHITE, AND BLUE CAMPAIGN ROLLS OUT IN LATE MARCH Spirit of Massachusetts print and television advertisements will be seen throughout the northeast this spring and summer. \$2.2 million is being spent on the campaign, the same level of spending as last year.

Print ads consist of three versions of last summer's Red, White and Blue ad: a full page with detachable 4-color postcard; a full page, 4-color; and a half page. On television, the fast-paced Red, White, and Blue spot, also introduced in the 1988 campaign, will run for a total of seven weeks.

The campaign includes a direct mail campaign to 100,000 residents of New York and New Jersey who responded to last year's campaign.

Unlike previous years, television spots will follow the print campaign, rather than precede, in a new strategy to raise awareness of Massachusetts by travelers who make last-minute plans in mid-summer.

All print and tv ads are direct response and feature a toll-free phone number for ordering the *Spirit of Massachusetts Guidebook*. Print ads also include a coupon. For the first time, print ads will promote the Spirit Express program, which provides first class and overnight delivery of the guidebook.

.....
ACTION ITEMS: Japanese sales missions/receptions, p. 3; Early Tourism Conference Registration, p. 3.
.....

The campaign is targeted at three groups of travelers in the New England and mid-Atlantic states who have household incomes over \$25,000, are college educated, and travel frequently on getaway trips and extended vacations: adults, 25-34; adults, 35-44 with children; and adults, 45-64 with grown-up or no children.

Print ads will be seen by 68 percent of the target audience an average of 3.5 times. Television ads will be seen by 85 percent, 7 times.

.....
Spring/Summer 1990

Print Advertising Schedule

	Edition(s)	April	May	June	July
American Visions	All	H*(March)			
Better Homes and Gardens	Regional		PC	P	
Conde Nast Traveler	All		PC	P	
Country Living	Regional		PC	P	
Ebony	Regional		P	P	
Gourmet	All		PC	P	
Ladies' Home Journal	Regional		PC	P	
National Geographic Traveler	All		PC.....		P.....
New Choices	Regional		PC	P	
New England Monthly	All		PC	P	
New Jersey Monthly	All	H		H	
New York	All	H:4/16		H:6/11	
New York Times Magazine	All	H:4/8	H:5/13#		
New Yorker	Regional	PC:4/9		P:6/4	
Newsweek	Regional	PC:4/30	P:5/28	P:6/25	
Philadelphia Inquirer Magazine	All	H:4/1	H:5/6	H:6/17	
Reader's Digest	Regional		PC	P	
TV Guide	Regional	P:4/14		P:6/9	
Yankee	All		PC	P	
Yankee Guide	All	PC.....			

Key

PC Full page, 4-color, with postcard
 P Full page, 4-color
 H Half page, 4-color
 * Special travel section
 # Sophisticated Traveler

Television Advertising Schedule

Spot markets: Albany, Hartford/New Haven, New York, Philadelphia, Providence, Portland/Bangor. Schedule: 3-4 weeks in June and 3 weeks in July.

This schedule is subject to change. Check with magazines before planning tie-ins.

>>

TOURISM INDUSTRY AND HARVARD LOOK TO THE FUTURE A far-reaching look at the future of Massachusetts' tourism industry is now underway by Harvard University's Taubman Center for State and Local Government. The project, *A Tourism Policy for Massachusetts: Recommendations & Implementation Strategies*, is being funded by the private sector and the Office of Travel and Tourism. It was initiated as a direct result of discussions at the 1988 and 1989 state-wide governor's tourism conferences and follows a series of needs assessment workshops conducted by the University of Massachusetts at Amherst.

The project will analyze the product and industry needs; look at other competing destinations; and present an analysis of alternative strategies for the development, marketing, and funding of tourism in Massachusetts.

Issues that will be studied include the role of tourism in state economic development, labor, the environment, transportation and infrastructure development,

and taxation and financial issues.

Project director Dermot J. Dwyer has extensive business and policy-making experience in the tourism industry. He has owned and operated hotels, managed a major international tour company, and served as president of the Irish Hotel Federation (IHF). Dwyer chaired the IHF National Tourism Policy Committee which produced recommendations that led to substantial increases in tourism to Ireland. He is a graduate of the Kennedy School's MPA program.

Dwyer and his colleagues will be setting up regional meetings with industry leaders, conducting in-depth interviews, and working with an advisory panel of industry professionals from the private and public sectors.

Total cost of the project is \$147,000. \$50,000 is coming from the Office of Tourism, the remaining \$97,000 from the private sector. Thomas A. Kershaw and Peter J. Bassett are heading up the industry's fundraising efforts.

A final report will be completed by the fall of 1990.

>>

MASSPORT COMMITS 1/2 MILLION DOLLARS TO EUROPEAN MARKETING The Massachusetts Port Authority will spend \$500,000 on marketing New England in Europe this spring. The Massport Board authorized the expenditure in late December. The funds will be used to market Massachusetts and New England in the United Kingdom and other European countries in cooperation with the Office of Tourism and the other New England marketing organizations. Massport plans to develop cooperative programs with airlines to market fly-drive programs using Logan Airport.

>>

BOSTON/NEW ENGLAND IS BIG HIT AT JATA The Boston/New England booth at the JATA travel trade show in Tokyo was so popular that Office of Tourism and Massport representatives almost ran out of materials. More than 1,000 Japanese-language brochures about Massachusetts and Boston were distributed to tour operators, travel agents, and press. Two 20-pound lobsters, flown in by DL Transnational Associates, proved to be terrific crowd-pullers.

Four familiarization trips to Massachusetts are now in the planning stages. Delta Airlines, ANA, Jetour, and Nippon Travel Agency all approached Massachusetts for assistance in developing trips this spring and summer.

Next on the agenda for the Japanese market are sales missions/table-top receptions in March aimed at tour operators based in New York and Los Angeles; then a mission to Tokyo and Osaka in May. These are all key events for Massachusetts companies committed to the Japanese market. For more information, contact Jan Furutani, 617-727-3201, ext. 231.

>>

REGISTER NOW FOR GOVERNOR'S CONFERENCE AND SAVE Early registrants for the 1990 Massachusetts Governor's Conference on Travel and Tourism will receive a discount. Registration information for "Marketing Massachusetts: Pulling Out All The Stops," April 11-12 in Springfield, is now in the mail. Early registration, by February 15, is \$125 for the first person from an organization and \$100 for each additional person. Regular registration fees are \$150 and \$100. Topics to be addressed at the conference include the Harvard strategic plan for the state's tourism industry; innovative hospitality programs; the economics of tourism; maximizing marketing dollars, media planning; off-peak marketing; political communication strategies; and the ABCs of local, state, and regional tourism organizations. For registration information, contact Mary Hayes, 617-727-3201, ext. 245.

>>

COALITION BILL REFILED The Massachusetts Tourism Coalition proposal to fund tourism programs from dedicated room occupancy taxes has been refiled, according to Coalition Chairman Sarah Mann. The measure establishes a Massachusetts Tourism Fund with 35 percent of the state's room occupancy tax revenues. The funds would be distributed to the Office of Travel and Tourism (55%), the Massachusetts Convention Center Authority (22%), the regional tourist councils (20%), and visitor

information centers (3%). The bill has bipartisan support. House sponsors are Stephen Karol and Nicholas Paleologos; on the Senate side, Edward Kirby and Henri Rauschenbach. Secretary of Economic Affairs Alden S. Raine supports the concept of dedicating room taxes for tourism marketing.

A modified version of the bill was included in the initial House Ways & Means Committee tax package.

>>

FAMS IN FAVOR AT NTA Massachusetts' 1990 Fam Tour Series for domestic tour operators got an enthusiastic reception at the National Tour Association's convention. The first of the tours, Spring Along the Seashore, takes place April 5-8. For more information, contact Nellie Khoury, 617-727-3201, ext. 226.

>>

GTE SPONSORS MARKETING AWARD GTE Travel Enterprises, publisher of the *Spirit of Massachusetts Guidebook*, is sponsoring an award for excellence in tourism marketing with a \$4,000 cash prize. The competition is open to all businesses and associations promoting tourism in Massachusetts who are members of a regional tourist council and to regional councils themselves. \$3,000 will be awarded to the winning organization and \$1,000 to the winner's regional tourist council. An independent panel of judges will select the winner based on marketing innovation. The winner will be announced at the Governor's Conference on Travel and Tourism, April 11. An entry form and rules are included in this *Messenger* mailing. For more information, contact Karen Brown at GTE, 617-756-0202 or 1-800-626-8666 (Massachusetts only).

>>

MONET SHOW MAKES BIG IMPRESSION *Monet in the '90s*, which opens February 7 at the Museum of Fine Arts, Boston, promises to be the Hub's hottest winter event. Twenty-five Boston-area hotels have developed special Monet packages, and 65,000 tickets were sold during the Monet box office's first day of operation.

>>

STATE: ROOM TAXES WILL DROP TO \$50M The Massachusetts Department of Revenue now estimates that room occupancy tax collections will total \$50 million for fiscal year 1990, a 14% drop from the previous year. The Revenue Department originally projected total revenues of \$61 million but revised the estimate downward in October.

>>

REGIONAL ROUNDUP **Northern Middlesex:** the premiere issue of The Northern Middlesex CVB's monthly newsletter rolled off the presses in December. *The Shuttle* will be distributed to Bureau members, tourism officials, and press. Info: 508-454-5633. **Salem:** The Salem Project received a boost this fall when Congress approved a \$2.96 million grant to the Salem Maritime National Historic Site. The project, developed by the National Park Service in cooperation with the Salem Partnership, will increase tourism in Salem and throughout Essex County. The grant will fund the restoration of the Salem National Historic Site along Derby Street including interpretive exhibits. The city also won a \$994,000 federal grant toward a \$7 million plan by the Peabody Museum and the Essex Institute to convert the Old Salem Armory into a tourism and exhibition center. Info: 508-744-0004. **Plymouth:** "America's Hometown" is on the move with plans to attract more tourists. At a town meeting in October, officials adopted a master plan that calls for enlargement of the historic district and creation of a commercial zone where shops could draw tourists from the waterfront to the downtown area. Info: 617-826-3136. **Bristol County:** The 19th edition of the *Factory Outlet Guide* is now available. Info: 508-997-1250. **Springfield:** An 8-minute video on Greater Springfield will be available to meeting and convention planners beginning in January. An extended, 28-minute version will air on local cable. Info: 413-787-1548.

>>

TRAVEL PEOPLE A spirited welcome to Rene Pierre Poyant, director of Cape Cod Custom Tours, a division of Hy-Line Cruises.

T·H·E MASSACHUSETTS SPIRIT MESSENGER

GOVERNMENT DOCUMENTS
COLLECTION

MAR 31 1990

University of Massachusetts
Depository Copy

Number 41, March 1990

Special Issue: 1990 Forecast/New Economic Data

1990 OUTLOOK: GROWTH WILL COME FROM INTERNATIONAL MARKET 26.9 million visitors will come to Massachusetts this year and spend a total of \$8 billion, according to a forecast by the Massachusetts Office of Travel and Tourism. Domestic trip volume and spending are not expected to recover from last year's slump and will be flat in 1990, but the international market is projected to grow 5.7 percent in volume and 7.6 percent in spending. Overall travel spending in Massachusetts in 1990 is projected to grow 1 percent. In previous years, spending growth rates have varied significantly from region to region, and that trend is expected to continue this year. Laventhol & Horwath expects 1990 hotel occupancy rates in metro Boston may show a slight improvement over last year while the rest of the state will be mixed with some regions matching 1989 occupancy rates and some showing slight decreases.

All of the market conditions that caused a decline in domestic visitor volume and spending in 1989 continue to be factors this year. The economic slowdown in the Northeast, Massachusetts' primary market area, has resulted in cautious consumer spending, increased saving, and a reduction in discretionary dollars available for travel. The Bay State is particularly hard hit by the slowdown in metropolitan areas of New York, New Jersey, and Pennsylvania since these markets are a major source of affluent travelers within a day's drive. Also, since FY '88, MOTT and regional tourist council budgets have declined while competition from other destinations has continued to intensify. New York, for example, now spends \$25.9 million for travel marketing. Massachusetts is now 18th in ranking of state tourism marketing budgets.

The projected growth in international visitors is the result of an expanded marketing program (MOTT, Massport, and the private sector will spend \$1.5 million); favorable market conditions and exchange rates; and the momentum generated by Massachusetts' and New England's previous marketing efforts.

Economic Impact	1990 (proj)	+/-%	1989 (est)	+/-%	1988	+/-%
.....
All Visitors	26.9m	+ 0.3	26.9m	- 4.5	28.1m	+ 1.0
Domestic	25.5m	0.0	25.5m	- 5.0	26.8m	+ 0.8
International	1.5m	+ 5.7	1.4m	+ 6.3	1.3m	+ 6.2
Direct spending	\$ 8.0b	+ 1.0	\$ 7.9b	- 4.4	\$ 8.3b	+10.9
Domestic	\$ 6.9b	0.0	\$ 6.9b	- 6.0	\$ 7.4b	+ 9.7
International	\$ 1.1b	+ 7.6	\$990m	+ 8.7	\$910m	+20.9
Economic impact	\$11.3b	+ 1.0	\$11.2b	- 4.4	\$11.7b	+10.9
Taxes	\$ 1.0b	+ 1.0	\$ 1.0b	- 4.4	\$ 1.0b	+ 9.9
State	\$310m	+ 1.0	\$308m	- 4.4	\$322m	+10.3
Local	\$ 91m	+ 1.0	\$ 90m	- 4.4	\$ 94m	+ 8.9
Federal	\$611m	+ 1.0	\$605m	- 4.4	\$633m	+ 9.9
Payroll	\$ 1.8b	+ 1.0	\$ 1.8b	- 4.4	\$ 1.9b	+ 8.2
Employment	109,000	+ 1.0	108,000	- 4.4	113,000	+ 1.8

Definitions for all data:

Traveler Out-of-state or Massachusetts resident who travels at least 100 miles one way or spends one or more nights away from home. (These statistics, therefore, exclude most day trip travel.)

Direct Spending Money spent directly in the state by visitors to Massachusetts.

Economic Impact Measures the effect of each dollar spent by a visitor as it travels through the Massachusetts economy. Prior to 1989, the United States Travel Data Center applied a multiplier of 1.77 to calculate economic impact. Based on new research methodology, USTDC has recalculated the multiplier at 1.41. The economic impact statistics in these tables reflect this smaller multiplier.

1988 DATA The following are selected 1988 data from the United States Travel Data Center (USTDC) and the United States Travel and Tourism Administration. The 1988 data are considered preliminary since the USTDC will revise the domestic data when it releases its 1989 data. For a free copy of the complete report, *Travel and Tourism in Massachusetts: Economic Impact Report/Visitor Demographics & Profile, 1988*, contact the Marketing Department, Massachusetts Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202, (617) 727-3201, ext. 200.

DOMESTIC VISITOR ORIGINS Massachusetts' primary domestic market continues to be New England and the Mid-Atlantic states. Sixty-nine percent of all domestic visitors came from within a day's drive of Massachusetts.

Origins of Domestic Visitors	1988 Share	1988 (prelim)	1987 (revised)	1988 % Change
Massachusetts	11%	2.9m	2.4m	23.14%
Other New England States	26%	7.0m	6.4m	9.15%
Mid-Atlantic States*	32%	8.6m	9.6m	-10.44%
Midwest States**	11%	3.0m	3.0m	1.04%
Other U.S. States	20%	5.3m	5.3m	0.59%
All Domestic Visitors	100%	26.8m	26.6m	0.75%

* Mid-Atlantic: New York, New Jersey, Pennsylvania

**Midwest: Indiana, Illinois, Michigan, Ohio, Wisconsin

SPENDING PATTERNS OF DOMESTIC VISITORS Transportation and lodging accounted for 69% of all domestic visitor travel expenditures.

Spending Patterns	1988 Domestic Expenditures	Percent of All Spending
Non-Auto Travel	\$2.4b	32.8%
Lodging	\$1.5b	20.2%
Food Service	\$1.4b	19.5%
Automotive	\$1.2b	16.0%
Incidentals	\$ 430m	5.8%
Entertainment	\$ 415m	5.6%
TOTAL	\$7.4b	100.0%

DOMESTIC VISITOR DEMOGRAPHICS Travelers to Massachusetts tended to be better educated and worked more frequently in professional or managerial occupations than the U.S. average. Incomes of Massachusetts visitors were also higher than average.

Domestic Traveler Demographics	1988 MASS	U.S.	1987 MASS	U.S.
Household Size				
One or Two Persons	53%	52%	49%	52%
Three or More	47%	48%	51%	48%
Have Children	37%	39%	36%	38%
Age				
18-34	46%	41%	40%	42%
35-54	31%	38%	42%	36%
Over 54	23%	21%	18%	22%
Education				
College Degree	51%	22%	61%	30%
Graduate Work	24%	11%	24%	10%
Employment				
Professional/Manager	24%	18%	36%	36%
Other White Collar	40%	20%	21%	10%
Blue Collar	5%	18%	8%	15%
Income				
\$30,000 to \$40,000	19%	20%	16%	19%
\$40,000 or More	61%	36%	51%	32%

CHARACTERISTICS OF DOMESTIC TRIPS Short trips continued to be the dominant form of travel to Massachusetts in 1988. The average length of stay was 3 nights. A third of all travelers to Massachusetts came on weekend trips; just under half of all visitors stayed in paid accommodations. The state continued to attract a strong repeat business: 94% of all domestic travelers had been to Massachusetts before.

Domestic Trips	1988 MASS.	U.S.	1987 MASS.	U.S.
Average Nights	3.0	4.9	3.1	5.2
Average Size of Party	1.7	n/a	1.8	n/a
Length of Visit:				
Day Trip	17%	13%	12%	8%
One to Three Nights	58%	50%	68%	51%
Four to Nine	23%	27%	17%	30%
Ten or more	2%	11%	3%	12%
Trip Detail:				
Weekend Trip	34%	45%	53%	47%
With Children	29%	35%	32%	34%
Repeat Visit	94%	n/a	92%	n/a
Travel Party Size:				
One Person	29%	27%	26%	28%
Two Persons	33%	29%	38%	29%
Three or More	38%	44%	36%	43%
Accommodations:				
Paid Accommodations	48%	46%	53%	44%
Family/Friends	34%	39%	35%	39%
Main Activity:				
Visit Family/Friends	31%	35%	32%	37%
Enter./Recreation	33%	41%	30%	21%
Business/Conventions	24%	17%	29%	17%
Transportation:				
Auto	71%	79%	77%	76%
Airplane	24%	19%	20%	20%

INTERNATIONAL VISITORS The state received more than one million international visitors in 1988. The economic impact of international visitors to Massachusetts reached \$1.3 billion in 1988, a 21% increase over 1987. The largest volume of visitors came from Canada followed by the United Kingdom, Japan, and France. Although the number of international visitors increased only 6.2%, their spending increased 21%. These visitors spent more than \$687 per trip versus \$275 per trip for domestic visitors.

Origin of International Visitors	1988 (prelim)	1987 (revised)	1986	1988 % Change
All International	1,324,424	1,247,738	1,082,000	6.15%
Canada	451,600	454,900	412,000	-0.73%
Overseas	867,198	787,895	670,000	10.07%
United Kingdom	173,165	151,236	140,000	14.50%
Japan	122,473	89,396	71,000	37.00%
France	95,053	86,021	71,000	10.50%
West Germany	60,269	57,127	36,000	5.50%
Other	416,238	404,115	325,000	3.00%

REGIONAL IMPACT All regions benefited from tourism in 1988. Two-thirds of all travel spending by domestic travelers took place in Greater Boston. The northeast and southeast regions recorded the highest rate of growth in spending.

Domestic Visitor Spending by County	1988 (prelim)	1987 (revised)	1988 % Change	1988 Share
Suffolk	\$ 3,296,837,000	\$ 3,002,352,000	9.8%	44.70%
Middlesex	\$ 1,305,488,000	\$ 1,204,213,000	8.4%	17.70%
Norfolk	\$ 362,364,000	\$ 335,817,000	7.9%	4.91%
Greater Boston	\$ 4,964,689,000	\$ 4,542,382,000	9.3%	67.32%
Barnstable	\$ 881,412,000	\$ 784,273,000	12.4%	11.95%
Bristol	\$ 188,853,000	\$ 172,902,000	9.2%	2.56%
Plymouth	\$ 150,132,000	\$ 141,830,000	5.8%	2.04%
Nantucket	\$ 60,109,000	\$ 52,700,000	14.1%	0.82%
Dukes	\$ 49,015,000	\$ 43,087,000	13.8%	0.66%
Southeast	\$ 1,329,521,000	\$ 1,194,792,000	11.3%	18.03%
Worcester	\$ 301,812,000	\$ 269,865,000	11.8%	4.09%
Hampden	\$ 177,310,000	\$ 168,020,000	5.5%	2.40%
Berkshire	\$ 162,226,000	\$ 154,333,000	5.1%	2.20%
Hampshire	\$ 41,892,000	\$ 45,229,000	-7.4%	0.57%
Franklin	\$ 30,608,000	\$ 32,734,000	-6.5%	0.42%
Central/West	\$ 713,848,000	\$ 670,181,000	6.5%	9.68%
Essex/Northeast	\$ 366,942,000	\$ 313,545,000	17.0%	4.98%
STATE TOTAL	\$ 7,375,000,000	\$ 6,720,900,000	9.7%	100.00%

Taxes & Jobs By Region	State Taxes	Local Taxes	Payroll	Jobs
Greater Boston	\$ 184,863,000	\$ 60,893,000	\$1,199,654,000	68,458
Southeast	\$ 52,814,000	\$ 13,319,000	\$ 248,307,000	17,230
Central/West	\$ 31,410,000	\$ 5,747,000	\$ 136,581,000	9,606
Northeast	\$ 17,210,000	\$ 4,042,000	\$ 71,145,000	5,046
STATE TOTAL	\$ 286,297,000	\$ 84,001,000	\$1,655,687,000	100,340

T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

Number 42, April 1990

INTERNATIONAL PROGRAMS TAKE OFF The Massachusetts tourism industry has come together to produce the most comprehensive international marketing program ever undertaken. The \$1.5 million campaign, funded by Massport, Northwest Airlines, TWA, and the Massachusetts Office of Tourism, will be launched in May in France, the Netherlands, and Great Britain.

One-and-a-half million international visitors are expected to come to Massachusetts this year, a 5.7% increase over 1989. To meet this growing demand, the Massachusetts Office of Tourism is producing the state's first international destination brochure in three languages. The Boston/Massachusetts brochure will be in French and Japanese with an English version for the Netherlands and the U.K.

The Netherlands' campaign will capitalize on Northwest's new non-stop service from Amsterdam to Boston. A print advertising campaign aimed at Dutch business travelers and their families will run in business magazines and consumer newspapers in the greater Amsterdam area. Each ad will include a direct response coupon offering the brochure.

In France, TWA is planning to develop a tour package and consumer and trade advertising campaign.

For the fourth consecutive year, Boston and New England, together with TWA, have produced a marketing program targeted at the United Kingdom. The consumer and trade campaign will run in London and southern England and will include a 30-second tv commercial, billboard advertising and a brochure featuring TWA fly/drive packages. The tv spots will run in the first two weeks of May, concurrently with radio advertising. The radio spots, new this year, will feature disc jockeys from several Massachusetts regions talking about the Bay State. The 100, 96-foot billboards display a giant whale and the phrase, "TWA to Whales." The destination brochure, "TWA Brings You the Best of America," will also appear as a special supplement in the Sunday Observer, one of Britain's leading newspapers.

Had the proposed budget cuts gone through earlier this year, the Office of Tourism would have been forced to eliminate all international programs. Through the efforts of Senator Lois Pines, a strong advocate of international marketing programs, the funds were restored.

>>

OVERWHELMING OVERSEAS RESPONSE The end of February marked another first as a Boston/New England delegation traveled to London for a sales mission targeted at British tour operators and incentive and meeting planners. Representatives from eleven Massachusetts private sector companies made sales calls and hosted two receptions at the U.S. Embassy. The sales mission, sponsored by Northwest Airlines, proved so successful that the airline is now planning a fam trip to New England expressly for incentive and meeting planners.

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ACTION ITEMS: Governor's Conference Registration, p. 2;
Fam Tour Registration, p. 2; Calendar deadline, p. 4.
.....

REGIONAL COUNCILS GET ADDITIONAL FUNDS The additional \$294,000 allocated to the 13 regional tourist councils in the most recent version of the FY90 state budget has now been released. This brings the total funds available for regional marketing programs this fiscal year to \$1.3 million. Release of the new funds was originally contingent upon new state revenues, but the money was made available by Secretary of Economic Affairs Alden Raine at the recommendation of Deborah First, acting director of tourism, who eliminated \$294,000 of MOTT's planned expenditures.

>>

GOVERNOR'S CONFERENCE CRUISING IN HIGH GEAR 125 people took advantage of the reduced early registration fee for the Governor's Conference, doubling the number of registrants compared to the same time last year. More than 500 people are expected to attend the awards dinner and see their colleagues and friends honored with Spirit Leadership and Hospitality awards. "Marketing Massachusetts: Pulling Out All the Stops" will be held April 11-12 in Springfield. For registration information, contact Mary Hayes, 617-727-3201, ext. 245.

>>

ADVISORY PANEL SELECTED FOR TOURISM PLAN An advisory panel of tourism industry leaders has been selected by Harvard University to work with Dermot Dwyer and his staff on the tourism study. The project will analyze industry needs and present alternative strategies for the development, marketing, and funding of tourism. The panel will assist in the evaluation of findings and recommendations and offer guidance on tourism issues. The panel consists of: Deborah First, Massachusetts Office of Tourism; Pat Moscaritolo, Massport; Bob Cumings, Greater Boston Convention & Visitors Bureau; Bill Wilson, Governor's Advisory Council on Tourism; Tom Kershaw, Hampshire House; Crawford Lincoln, Old Sturbridge Village; Sarah Mann, Massachusetts Tourism Coalition; Peter Bassett, Airport Ramada; and Steven Elmont, Creative Gourmet.

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ALL ABOARD The first of four Massachusetts fam tours for group tour operators, Spring Along the Seashore, hits the road April 5-8, visiting Boston, Plymouth, Cape Cod and Bristol County. The other three seasonal fams are: Summer in the Country, June 28 - July 1, featuring Worcester County, Springfield and Greater Boston; Autumn Along the Coastline, September 6-9, which travels through Boston, North of Boston and Middlesex County; and Winter in the Hills, October 25-28, highlighting the Pioneer Valley and the Berkshires. Each tour includes a business exchange where tour operators and local suppliers can meet to discuss new packages. The program, developed by the Office of Tourism and the state's regional tourist councils, is the first of its kind. Reservations are now being accepted for all tours. For more information and to reserve a spot, contact Nellie Khoury, Office of Tourism, 617-727-3201, ext. 226.

>>

NEW VACATION GUIDE SOON TO HIT THE STANDS The Office of Tourism's 1990/91 Spirit of Massachusetts Guidebook will be available April 6. This is the second edition of the popular guidebook produced by GTE/Discovery Publications. The 1990/91 edition features a new cover design and new 4-color photos throughout, updated regional copy, and a foliage guide, an annual calendar, and a pull-out state map. A redesigned travel planner section, listing regional attractions, will make it easier for travelers to plan their vacations. The book will be the main fulfillment piece for Spirit print and tv ads. The Office of Tourism will distribute 325,000 guides.

>>

MARCHING ON March was a busy month for the Office of Tourism, Massport, the Greater Boston Convention & Visitors Bureau, and New England USA as they hosted sales missions on both coasts. In Los Angeles, the four agencies, along with 18 representatives from the private sector, held a table-top trade show and reception

for more than 125 Japanese tour operators. Based on strong interest from Massachusetts businesses, this year's New York reception was expanded to two nights. Thirty-two representatives from the private sector met with Japanese tour operators and other international receptive operators at back-to-back receptions.

>>

NUMBER TWO Jonathan Hyde has been appointed acting deputy director of the Massachusetts Office of Travel and Tourism. He has worked at MOTT since 1985. In another organizational change, publications, public relations, and advertising support functions have been combined into a new Marketing Department, staffed by Ashley McCown, Kim Thompson, and Michele Nappa. All staff phone extensions remain the same.

>>

U.S. TOURISM GOES OVER THE TOP In 1989, foreign travelers spent more money in the U.S. than Americans spent abroad, marking the first time that the U.S. has posted a surplus in this category of international trade. According to Rockwell Schnabel, director of the United States Travel & Tourism Administration, tourism is the number-one export of the U.S., with this year's surplus totaling \$450 million. 38.3 million people visited this country, spending about \$43 billion. Japanese travelers accounted for 17 percent of the money spent in the U.S.

>>

HERE COME THE JUDGES The judges for the GTE Tourism Marketing Award of Excellence are: Bob Weiss, editor/publisher *Travel New England*; Edward McCann, executive vice president, Massachusetts Hotel/Motel Association; Peter Christie, executive vice president, Massachusetts Restaurant Association; Warren Zimmer, executive vice president/creative director, Arnold Advertising; and William Wendell, Economics Research Associates. The panel of judges will select the winner based on marketing innovation and award \$3,000 to the organization and \$1,000 to the winning regional tourist council. The winner will be announced at the Governor's Conference Awards Dinner on April 11 in Springfield.

>>

ALL IN THE FAMILY The ties between Massachusetts and Japan were strengthened on February 6 as Governor Dukakis and Hokkaido Governor Yokomichi simultaneously signed an accord officially designating Massachusetts and Hokkaido sister states. The agreement is a result of a trip Mrs. Dukakis made to Hokkaido in 1987. Massachusetts and Hokkaido have historical ties dating back to 1876 when Dr. William Smith Clark, president of Massachusetts Agricultural College, traveled to Sapporo where he taught for a year. The simultaneous signing was shown live on television, via satellite, in Boston and Sapporo.

>>

V.I.P. PASS PROGRAM READY TO ROLL 90 Massachusetts museums, attractions and tourism-related services have signed on to participate in the V.I.P. Pass Program. The pass entitles qualified tour operators, consumer and trade press, and travel agents to free admission at participating institutions. To join the program, contact Ashley McCown, Office of Tourism, 617-727-3201, ext. 202.

>>

HERE COMES THE SUN The Spirit of Massachusetts Spring and Summer Calendar of Events is now available, bringing a bit of summer into spring. The calendar lists more than 400 fairs, festivals and celebrations in the Bay State from April to September 15. Also included is a whale watch guide listing 14 operators from Cape Ann to Cape Cod. The calendar will be promoted through public relations efforts and can be ordered by calling, toll-free, in MA, 1-800-632-8038, or 1-800-343-9072 from all other northeast states.

>>

COALITION BILL SCHEDULED FOR HEARING The Massachusetts Tourism Coalition proposal to fund tourism programs from dedicated room occupancy taxes was the subject of hearings in March before the joint House-Senate Taxation Committee and

the joint House-Senate Commerce and Labor Committee. The proposed Massachusetts Tourism Fund would take 35% of the state's room occupancy tax revenues and distribute it to the Office of Travel and Tourism (55%), the Massachusetts Convention Center Authority (22%), the regional tourist councils (20%), and visitor information centers (3%).

>>

WESTIN BOER LEAVES NORTH OF BOSTON CONVENTION & VISITORS BUREAU Westin Boer has left the North of Boston CVB where he was executive director for the past three and one-half years. Under his leadership, the CVB produced the first Group Tour and Convention Planner, now in its third edition, and sponsored the first regional trade show/fam tour for tour operators. During his tenure, membership tripled. We wish him well. Tracy Jansen has been named acting director.

>>

HAPPY BIRTHDAY AMERICA! America will be five hundred years old in 1992. The National Park Service and the National Trust for Historic Preservation will be sponsoring events across the country to celebrate Christopher Columbus' discovery of America. Any regional group or organization planning an event or special promotion for the celebration, please contact Nellie Khoury at the Office of Tourism, 617-727-3201, ext. 226.

>>

REGIONAL ROUNDUP **Worcester:** US Air is celebrating its fifth year of service to Worcester Airport, with seven, daily, non-stop flights to Baltimore and Pittsburg. Info: 508-753-2920. **North of Boston:** A reprise of the Trade Show/Fam Tour will take place, April 27-30, at the Sheraton Tara, Danvers. Marketplace booths are available on Saturday, April 28. Info: 508-532-1449. **Mohawk Trail:** In April, Shelburne Falls' Business and Beautification Association will reopen their tourist information center in the historic firehouse. Info: 413-665-8306. **Springfield:** The Greater Springfield CVB has moved to 34 Boland Way, Springfield, MA 01115. Their new office is at Bay State West, adjacent to the Sheraton Tara and Marriott. Info: 413-787-1548. **The Northern Middlesex CVB:** A sales blitz during the week of April 16 will market Lowell and the Merrimack Valley as a convention destination for state and regional associations. Info: 508-454-5633. **Berkshires:** Pittsfield's Independence Day Parade will be broadcast nationally on PBS. Info: 413-443-0188.

>>

FYI ** The Office of Tourism will be attending the NTA Spring Exchange in Palm Springs, CA April 22-26. ** **Travel & Leisure** loves Massachusetts! The March cover story featured the Berkshires and another article gave kudos to Boston as a business destination. ** **GTE's new getaway promotion** has paid off for Boston's Westin Hotel. The hotel's package was so popular that it sold out. The direct mail and advertising program, produced by GTE with support from MOTT, provides travelers with packets containing special value lodging, restaurant and attraction coupons, a welcome letter, and a calendar of events. Info: 617-756-0202 or 1-800-626-8666 (MA only).

>>

DEADLINE 1990 Fall Calendar of Events information for events, September-November, due May 18. Info: call Kim Thompson at 617-727-3201, ext. 221.

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Moving? Send name & address changes with the five-digit number that appears on your mailing label, to: Michele Nappa, Office of Travel and Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202 or FAX to 617-727-6525.

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Number 43, April 1990

Special Edition: Winter 1989/90 Travel Barometer

MASSACHUSETTS EXPERIENCES SLUGGISH WINTER SEASON There was flat attendance and light traffic this winter which was consistent with 1989 fall and summer travel patterns in Massachusetts. Restrained spending prevailed as attendance at museums, attractions and beaches showed no growth for the third consecutive season.

The Barometer's aggregate attendance figures fell slightly below last winter's. Budget cuts forced many museums and attractions to reduce their hours of operation, resulting in decreased admissions. The only noticeable growth was the 16.5% increase in the number of travelers that used the state's major tourist information centers.

Statewide lodging occupancy rates fluctuated during the three months surveyed. Laventhol and Horwath reported that December showed the largest decrease (5.3%) while the month of February marked an increase of 8.4%. Boston hotel occupancy rates jumped 30.1% in February compared to February, 1989.

While air travel registered a modest increase of 3.5%, international traffic at Logan Airport rose 7.1%. Ferry traffic did not increase from the previous winter.

MASSACHUSETTS TRAVEL BAROMETER, WINTER 1989/90

	WINTER 90	WINTER 89	% +/-
ATTENDANCE SUMMARY (Dec-Feb)	2,434,665	2,483,373	- 2.0%
Museums & Attractions	1,743,632	1,713,110	+ 1.8%
State & Nat'l Beaches	363,001	444,456	-18.3%
State and Nat'l Parks	148,781	171,899	-13.4%
Information Centers	179,251	153,908	+16.5%

LODGING

	Statewide			Boston		
	Curr	Prev	% +/-	Curr	Prev	% +/-
Occupancy Rates						
December	44.3%	46.8%	- 5.3%	50.3%	51.3%	- 1.9%
January	43.2%	44.7%	- 3.4%	46.6%	45.3%	+ 2.9%
February	54.1%	49.9%	+ 8.4%	64.2%	49.3%	+30.2%
Avg Daily Room Rate						
December	\$86.43	\$86.37	+ 0.1%	\$99.75	\$99.93	- 0.2%
January	\$89.32	\$87.98	+ 1.5%	\$108.30	\$106.23	+ 1.9%
February	\$91.74	\$87.80	+ 4.5%	\$111.62	\$104.16	+ 7.2%

	WINTER 90	WINTER 89	% +/-
AIR (Dec-Feb)	3,336,466	3,224,191	+ 3.5%
Logan Airport-Domestic	2,846,372	2,758,584	+ 3.2% (a)
Logan Airport-International	442,752	413,291	+ 7.1% (a)
Barnstable Airport	32,796	35,824	- 8.4%
Nantucket Airport	14,546	16,492	-11.8% (b)
HIGHWAY (Dec-Feb)	22,730,396	22,031,314	+ 3.2%
Massachusetts Turnpike	1,967,154	1,972,309	- 0.3%
Entering at Sturbridge	1,434,473	1,435,587	- 0.1%
Eastbound at W. Stockbrige	532,681	536,722	- 0.8%
Interstate	11,614,979	11,212,131	+ 3.6%
I91 - Northbound at Longmeadow	2,760,181	2,688,004	+ 2.7%
I91 - Southbound at Deerfield	1,189,122	1,110,532	+ 7.1%
I95 - Northbound at Attleboro	2,902,800	2,767,740	+ 4.9%
I95 - Southbound at Georgetown	1,936,564	1,912,231	+ 1.3%
I93 - Southbound at Andover	2,826,312	2,733,624	+ 3.4% (c)
Intrastate	9,148,263	8,846,874	+ 3.4%
Route 2 at Concord	3,623,999	3,794,842	- 4.5%
Bourne Bridge	2,285,745	2,294,276	- 0.4%
Sagamore Bridge	3,238,519	2,757,756	+17.4%
FERRY (Dec-Feb)	230,959	234,255	- 1.4%
Martha's Vineyard	184,322	189,629	- 2.8%
Nantucket	46,637	44,626	+ 4.5%
MUSEUMS & ATTRACTIONS (Dec-Feb)	1,743,632	1,713,110	+ 1.8%
Greater Boston			
Adams Historic Site	SEASONAL		
Boston Tea Party Ship & Museum	892	6,800	-86.9% (1)
Bunker Hill Pavillion	SEASONAL		
Children's Museum	103,618	106,068	- 2.3%
Computer Museum	15,164	14,774	+ 2.6%
Harvard University Art Museums	52,953	51,050	+ 3.7%
Isabella Stewart Gardner Museum	26,669	26,616	+ 0.2%
John Hancock Observatory	39,689	43,156	- 8.0%
JFK Library & Museum	25,375	32,084	-20.9%
MIT Museums	53,390	57,450	- 7.1%
Museum of Fine Arts	332,555	228,192	+45.7% (2)
Museum of Our National Heritage	10,137	9,815	+ 3.3%
Museum of Science	385,092	383,423	+ 0.4%
Museum of Transportation	2,044	Closed	0.0%
New England Aquarium	183,312	226,331	-19.0%
Old State House	1,977	7,446	-73.4% (3)
Paul Revere House	11,291	11,885	- 5.0%
Prudential Skywalk	28,812	35,032	-17.8%

(a) Not incl. February '90/'89

(b) Not incl. Inbound

(c) Not incl. December '89/'88

(1) Closed for renovations Jan/Feb '90

(2) Monet Exhibit Feb '90

(3) Closed Jan & Feb '90

	WINTER 90	WINTER 89	% +/-
Museums & Attractions (cont)			
Greater Boston			
Franklin Park Zoo	17,750	9,452	+87.8% (4)
Stone Zoo	20,376	12,612	+61.6% (4)
U.S.S. Constitution Museum	7,207	8,121	-11.2%
U.S.S. Constitution	49,088	45,881	+ 7.0%
North of Boston			
Hammond Castle	5,215	3,718	+40.3%
House of Seven Gables	8,343	7,588	+10.0%
Museum of American Textile History	1,308	1,828	-28.4%
New England Quilt Museum	1,594	1,811	-12.0%
Peabody Museum	14,407	18,937	-23.9%
Salem Maritime Site	42,346	48,168	-12.1%
Plymouth			
Edaville Railroad	SEASONAL		
Plimoth Plantation	SEASONAL		
Mayflower II	SEASONAL		
Cape Cod			
Cape Cod Scenic Railroad	SEASONAL		
Cape Cod Museum of Nat'l History	5,935	5,968	-0.6%
Heritage Plantation	SEASONAL		
Pilgrim Monument & Museum	3,381	3,855	-12.3%
Sandwich Glass Museum	1,977	2,154	- 8.2%
Bristol County			
Battleship Cove	5,076	7,468	-32.0%
Great Woods Performing Arts Ctr.	SEASONAL		
New Bedford Whaling Museum	7,703	7,130	+ 8.0%
Worcester			
Fruitlands Museums	SEASONAL		
Higgins Armory Museum	11,112	12,337	- 9.3%
Mechanics Hall	48,805	49,130	- 0.7%
New England Science Center	15,627	16,386	- 4.6%
Old Sturbridge Village	31,979	35,833	-10.8%
Whalom Park	SEASONAL		
Pioneer Valley			
Basketball Hall of Fame	21,873	21,849	+ 0.1%
Historic Deerfield	2,4572	2,261	+ 8.7%
Holyoke Children's Museum	16,003	18,647	-14.2%
Riverside Park	SEASONAL		
G. Walter Smith Art Museum	8,719	15,860	-45.0% (5)
Springfield Museum of Fine Arts	10,844	13,861	-21.8% (5)
Springfield Science Museum	58,846	47,277	+24.5%
The Big E (Sept only)	SEASONAL		

(4) Due to a change in methodology, zoo data are not comparable from 1988 to 1989.

(5) Budget cuts resulted in a 50% reduction in hours.

	WINTER 90	WINTER 89	% +/-
Museums & Attractions (cont)			
Berkshires			
Berkshire Museum	12,934	16,161	-20.0%
Berkshire Scenic Railway	SEASONAL		
Clark Art Institute	16,507	13,981	+18.1%
Hancock Shaker Village	SEASONAL		
Norman Rockwell Museum	15,042	14,082	+ 6.8%
Tanglewood Music Festival	SEASONAL		
 BEACHES (Dec-Feb)	 363,001	 444,456	 -18.3%
Cape Cod National Seashore	312,654	377,667	-17.2%
Crane's Beach	5,936	8,174	-27.4%
Horseneck Beach	17,036	16,370	+ 4.1%
Salisbury Beach	27,375	42,245	-35.2%
 PARKS (Dec-Feb)	 148,781	 171,899	 -13.4%
Fall River Heritage State Park	6,537	6,152	+ 6.3%
Georges Island (MDC)	Closed	52	-100.0% (6)
Lowell National Park	51,903	59,300	-12.5%
Minuteman National Park	74,269	89,913	-17.4%
Nickerson State Park	5,956	6,130	- 2.8%
Parker State Forest	6,915	6,648	+ 4.0%
Standish State Forest	3,201	3,704	-13.6%
 INFORMATION CENTERS (Dec-Feb)	 179,251	 153,908	 +16.5%
Boston Nat'l Park Visitors Ctr.	26,781	27,733	- 3.4%
Boston Common	47,083	49,081	- 4.1%
Charlton East	17,858	17,897	- 0.2%
Charlton West	10,548	11,468	- 8.0%
Lee	11,475	11,900	- 3.6%
Mansfield	26,537	Closed	0.0% (7)
Natick	4,680	3,171	+47.6%
Plymouth	34,289	32,658	+ 5.0%

(6) Closed due to budget cuts

(7) Closed Winter 88/89 for renovations

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The Massachusetts Travel Barometer samples attendance, traffic, and lodging data from throughout the state. Barometer reports are compiled by the Massachusetts Office of Travel and Tourism for the spring/summer, fall, and winter seasons. Sources include: Laventhol and Horwath for lodging statistics; Massachusetts Turnpike Authority and Department of Public Works for auto traffic; Massachusetts Port Authority for Logan Airport traffic; and Steamship Authority for ferry traffic. For more information, contact Mark McDermott at the Massachusetts Office of Travel and Tourism, 617-727-3201 x212.

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Moving? Send address change to Michele Nappa, Massachusetts Office of Travel & Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202.

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Number 44, May 1990

TOURISM CONFERENCE ENERGIZES INDUSTRY A record number of tourism industry leaders from throughout the state turned out for the Third Annual Governor's Conference on Travel and Tourism in Springfield, April 11 & 12. The two-day session was packed with high-energy workshops, spirited exchanges, and the traditional awards dinner. Governor Dukakis reaffirmed his strong commitment to the industry, and Secretary of Economic Affairs Alden S. Raine told conferees that tourism in the 1990s will have an international agenda, calling it "the most exciting frontier for this state's economy." (For Spirit of Massachusetts award winners, see page 2.)

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THE BAY STATE CELEBRATES! Massachusetts joins the rest of the nation in celebrating National Tourism Week, May 13-19. As the *Messenger* went to press, the following Tourism Week events were scheduled:

- ** The Office of Travel and Tourism and the Massachusetts Port Authority will launch the 1990 international tourism marketing campaign at a press conference on Monday, May 14, 1:30pm, at the World Trade Center, Boston. All travel industry members are welcome. Info: 617-727-3201, ext. 202.
- ** The Massachusetts Tourism Coalition is planning two activities for Wednesday, May 16. In the morning, food (muffins), facts (on tourism), and *Spirit of Massachusetts Guidebooks* (courtesy of GTE Discovery Publications) will be distributed to all legislators. Later in the day, the Coalition is sponsoring a presentation by Noel Sweeney, tourism consultant to the European Economic Community, followed by a reception for legislators, state administrators, and members of the tourism industry. For time and location, contact the Coalition at 617-595-4510.
- ** Hospitality representatives from major Boston-area hotels will visit Plymouth on Thursday, May 17, for "Concierge Day," sponsored by the Plymouth County Development Council and the Greater Boston Convention & Visitors Bureau. The itinerary includes a tour by Plymouth Rock Trolley of *Mayflower II*, Plymouth Rock, Plymouth National Wax Museum, Cranberry World, and Cordage Park Marketplace. Lunch at the Sheraton Plymouth is sponsored by the Plymouth Area Chamber of Commerce. For more information, call 508-746-3377.

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UPDATE: TOURISM COALITION FUNDING BILL PASSES FIRST TEST The bill to fund state tourism programs from room tax revenues was reported out favorably by the House Commerce and Labor Committee last month. The bill is now expected to go before House Ways and Means. The measure would fund the Office of Tourism, the regional grant program, tourism information centers, and the Massachusetts Convention Center Authority using 35% of the state's room occupancy tax revenues.

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FULL SPEED AHEAD FOR P'TOWN FERRY AND BOSTON CRUISES Former employees of defunct Bay State Provincetown Steamship Co. have formed a new company and purchased six former BSPS vessels. The Bay State Cruise Company will operate the Boston-Provincetown ferry service and Boston harbor cruises. Info: 617-367-8720.

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THREE CHEERS FOR SPIRIT OF MASSACHUSETTS AWARD WINNERS! Bankers and politicians, waiters and chambermaids, community groups and non-profit organizations -- all were recognized at this year's travel conference. Spirit Leadership Awards were given to six individuals and one institution that have played major leadership roles in developing Massachusetts' travel industry. Thirteen "unsung heroes" of the industry -- those men and women on the front line -- were selected by the state's regional tourist councils and honored with Spirit Hospitality Awards. Finally, special Spirit AgriTourism Awards were presented to two organizations for their special role as premier tourist attractions using Massachusetts-grown products.

To all the winners, we say three cheers!

*

Spirit of Massachusetts Leadership Awards Governor Michael Dukakis presented leadership awards to:

Stephen Root, senior vice president at BayBank Valley Trust in Springfield, for his leadership and long-standing commitment to the Pioneer Valley's travel industry. In his position as president of the Greater Springfield Convention and Visitors Bureau, Root has provided a blueprint for the growth of tourism in the region and rallied his colleagues to work together to achieve success. He's also contributed to the success of statewide industry initiatives.

State Representative Stephen Karol for his leadership and vision in educating his colleagues in the House about the economic importance of marketing overseas. Karol is chairman of the Joint Committee on Transportation and vice chairman of the Special Commission on Tourism. He is sponsor of legislation to create a Massachusetts Tourism Fund from travel-related tax revenues.

State Representative Marilyn Travinski for her leadership and long-standing support of tourism-related issues. As House chairman of the Commerce and Labor Committee and former chairman of the Special Commission on Tourism, Travinski has been a champion of the regional tourist councils and the improvement of visitor services.

Tom Kershaw, proprietor of the Hampshire House and related businesses and chairman of the board of the Greater Boston Convention and Visitors Bureau, for his leadership and vision in developing industry initiatives in Boston and statewide. Kershaw's most recent project is co-chairing the committee raising private sector funds for the tourism strategic plan now being developed by Harvard University.

Carlton Viveiros, mayor of Fall River, for his leadership and vision in recognizing the economic benefits of tourism to the city and for establishing the Waterfront Partnership. The partnership is reshaping Fall River's waterfront using the Heritage State Park and the Battleship *Massachusetts* as the cornerstones of the project.

Sarah Graham Mann, chairman of the Massachusetts Tourism Coalition, for her leadership and vision in raising the profile of the travel industry. Under Mann's leadership, the Coalition has been an active participant in legislative debates concerning tourism-related issues and has worked to create a unified voice for the industry.

The National Park Service for its role in preserving and interpreting some of Massachusetts' richest, historical and natural treasures. Peter LaChapelle, chief of visitor services, Salem National Maritime Historic Site, accepted the award on behalf of the National Park Service. The National Park Service's latest project is a plan to develop a cooperative program with the City of Salem and other North Shore communities, to use the Salem National Maritime Historic Site as the base for interpretive programs throughout Essex County.

*

Spirit of Massachusetts AgriTourism Awards Governor Dukakis presented AgriTourism Awards to:

The Eastern States Exposition, the "Big E," for showcasing Massachusetts-grown products and livestock and for its role in bringing together the

best of New England's people, agriculture, and industry into one big celebration. Accepting the award was George Jones, president of the Eastern States Exposition.

The Bridge of Flowers at Shelburne Falls for its magnificent collection of Massachusetts-grown flowers that attract visitors from every state and around the world. Accepting the award was Lila Moore, chairman of the Bridge of Flowers Committee.

*

Spirit of Massachusetts Hospitality Awards Bill Wilson, chairman of the Governor's Advisory Council on Travel and Tourism, presented awards to:

Bridget Tobin of Chilmark for her 16 years of outstanding service as an agent with the Steamship Authority, assisting with the loading of passengers and cars.

Elsie Souza of New Bedford for her role in developing New Bedford's First Night celebration, which showcases the city's cultural and ethnic diversity. Souza has directed the program for the past four years.

Iggy Michalenko of Adams for his successful effort to save from demolition and restore the veterans' beacon atop Mt. Greylock. Michalenko has been vice president of the Mohawk Trail Association since 1971.

Jane McGahan of Greenfield, for her ten years of outstanding work with MassElectric where she is considered a local expert on the history and ecology of the Connecticut River Valley. McGahan leads guided tours of the facility and is first mate on the *Quinnetuket II* riverboat.

Larry Letendre of Monson for his many years of enthusiastic service as tour and charter manager with Peter Pan Bus Lines and for consistently going above and beyond the expected level of service.

Gloria Lampropoulos of Salem for her leadership role in establishing the predecessor to the North of Boston Convention & Visitors Bureau. Lampropoulos remains committed to Essex County's tourism industry.

Gail Nickerson Johnson of Nantucket for her dedication to the island's tourism industry. Johnson is a sixth-generation islander and owner of Gail's Seanic Tours. Countless visitors to Nantucket have taken their first tour of the island in Nickerson's Volkswagen van.

Mary Gallo of Southbridge for the special care she takes of her guests and fellow employees at the Budgetel Inn in Auburn where Gallo is a chambermaid. Last Thanksgiving, Gallo provided full Thanksgiving dinners to guests who were spending the holiday alone at the inn.

Ruth Erickson of South Carver for her 40 years of dedicated service with Edaville Railroad. As supervisor of the souvenir shop, Erickson has personally greeted more than one million visitors to the railroad.

Mary Ellis of Sagamore for her 30 years of outstanding service at the Cape Cod Chamber of Commerce Information Center. Ellis has provided information and assistance to hundreds of thousands of Cape Cod visitors.

George Andreou of Medford for epitomizing the word, hospitality, in his work as banquet waiter at the Royal Sonesta Hotel in Cambridge. Andreou is well-respected by his fellow employees and customers for his professionalism and dedication to his job.

Margaret Batty of Lenox for bringing to the Norman Rockwell Museum in Stockbridge her own special brand of Midwestern hospitality. Batty became co-director of the museum in 1972.

Cathy Dunn of Lowell for her maturity and dedication to the travel industry. Dunn is a senior in the Hotel Lodging program at Lowell Regional Vocational-Technical High School and the youngest member of the tourism industry to ever receive a hospitality award. She has worked in four major hotels in the Greater Lowell area.

MASSACHUSETTS SPIRIT MESSENGER

L'ESPRIT DU MASSACHUSETTS EST L'ESPRIT DE L'AMERIQUE! A new Massachusetts destination brochure for international visitors is being published in 6 languages. French, Japanese, and English versions are now off the press; Italian, German, and Spanish will be available in late June. The brochure, *Boston & Massachusetts, The Gateway to New England*, provides an overview of what to see and do; a calendar of events; basic information such as transportation, climate, driving laws, and currency exchange; and sources of additional information. The rack-size publications are illustrated with color photos. The brochures, which are funded by the Office of Tourism and Massport, will be used in this summer's overseas marketing campaigns and at trade shows and sales missions. USTTA offices will also distribute them.

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TOKYO BOUND The Boston/New England Tourist Board is on the road again in mid-May when a delegation travels to Japan for a ten-day trade mission. The Office of Tourism, Massport, the Greater Boston Convention & Visitors Bureau, and eight private sector representatives will host educational seminars and table-top receptions and make sales calls in Tokyo and Osaka, organized by Northwest Airlines and USTTA.

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ISLAND HOPPING Representatives from six New York-based Japanese tour companies traveled to Massachusetts in April for a whirlwind tour of Nantucket and Martha's Vineyard. The fam trip, sponsored by Winthrop Hotels and Resorts, showcased their properties on both islands and included a clambake on Nantucket, a boat trip, island tours, and time for nine holes of golf.

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FALL RIVER GARNERS GTE AWARD The Fall River Economic Development Commission received the GTE Tourism Marketing Award of Excellence presented at last month's tourism conference. The commission was cited for the "Fall River Celebrates America" festival, which celebrates the cultural and ethnic diversity of the city. The annual event is the largest waterfront festival in New England and is staffed entirely with volunteers and supported by private funds.

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FIRST FAM GETS TOP MARKS The seashore fam trip, the first in a new series of four regional fams, received top marks from tour operators who visited Boston, Plymouth, Cape Cod and Bristol County, April 5-8. "The hospitality of the tourism industry was exceptional," reported Bonnie Smith of Nova Tours, Dartmouth, Nova Scotia, one of 34 operators on the trip. The series was developed by the Office of Tourism in collaboration with regional tourist councils. The next trip "Summer in the Country," June 28-July 1, features Worcester County, Springfield, and Greater Boston. For more information, contact Nellie Khoury, 617-727-3201, ext. 226.

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REGIONAL ROUNDUP **Springfield:** The City Council last month approved a request by the Greater Springfield CVB for \$50,000 in city funds. Executive Director Jack O'Neill has a long-range plan to get cities throughout the Pioneer Valley to fund regional and city-specific tourism initiatives. Info: 413-787-1548. **North of Boston:** The CVB is hosting "Entertainment Showcase, North of Boston," June 10 at the King's Grant Inn, Danvers. The fundraiser features 14 bands. Info: 508-532-1449. **Bristol County:** The Development Council has launched the Americana Trail Club, a corporate employee benefit program offering Bristol County employees discounts at attractions and restaurants. Info: 508-997-1250. **Boston:** The Hub celebrates its ethnic and cultural diversity, May 14 & 15, with the unveiling at South Station of a giant multicultural mosaic. The "Kids Have Pride" mural, organized by Sidewalk Sam, features individual art works by 20,000 Boston school children. Info: 617-244-3171. **Northern Middlesex:** The CVB's first regional phone sales blitz was a great success and will become a semi-annual event. More than 1300 qualified calls were made and followed up with the CVB's Meeting and Tour Planner. Info: 508-454-5633.

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ASS. MASS. 7. 45

T.H.E. MASSACHUSETTS SPIRIT MESSENGER

Number 45, August 1990

NEW HOLIDAY CAMPAIGN SELLS LODGING VALUES This fall, Governor Dukakis will unveil a new Spirit campaign to promote late fall and winter travel. Using the tagline, "We've Been in the Holiday Spirit Since 1620," the campaign evokes images of Massachusetts' own Thanksgiving and other traditional holiday celebrations. A print advertisement, headlined "Enjoy That Holiday Weekend You Always Imagined, For Less Than You Ever Thought Possible," offers travelers a free *Massachusetts Getaway Guide*. The guide features discount lodging packages from 225 properties around the state, value coupons for the Trump Shuttle and Amtrak, a calendar of events, and transportation information. The Massachusetts Hotel-Motel Association and the regional tourist councils worked with the Office of Tourism in requesting packages from the state's properties. The \$322,000 advertising campaign consists of four-color, full-page ads in regional and zoned editions of national magazines. The guide will also be mailed to 50,000 travelers who responded to last summer's marketing campaign. The new holiday program is the largest campaign to promote lodging ever undertaken by the state.

Advertising Schedule	Oct	Nov	Dec		Oct	Nov	Dec
Better Homes & Gardens (R)		X		New York Times			
Conde Nast Traveler (R)	X			-Sunday Travel		4&18	
Ebony (R)	X			The New Yorker	15		
National Geo Traveler (R)*		X	X	Newsweek(R)		15	12
New England Monthly		X	X	Phil Inquirer Mag	7	4	
New Jersey Monthly		X	X	Travel & Leisure (R)	X		
New York Magazine		19		Yankee		X	X
New York Times Magazine	21						

X=monthly pub; number=pub date; (R)=regional edition; *=Nov/Dec issue

This schedule is subject to change. Check with magazines before planning tie-ins.

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TOURISM BUDGET With the FY91 budget still in process as the Messenger went to press, the total tourism budget stood at \$6,040,656, 12.7% less than FY90. MOTT's budget stood at \$4,978,393 (-10.9%) and the regional grant program at \$1,062,263 (-20%). The budget numbers include the 4% across-the-board cuts mandated by the legislature.

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SUMMER SO FAR: CAUTIOUS SPENDING Mid-summer reports from around the state show travelers are spending cautiously, looking for bargains, staying fewer nights, and making last-minute plans -- all reflections of consumers' continued concerns about

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ACTION ITEMS: Bob Cuming's farewell party, p. 2; International marketing forum, p. 2; Governor's Conference dates, p.3
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the U.S. and northeast economies. Hotel occupancy rates, a key travel indicator, show January-June statewide rates were down 0.2% compared to the same period last year, according to Laventhol & Horwath. Boston and Cambridge continue to buck the trend with occupancy up 4.8% for the first half of the year. This positive trend is expected to continue through the summer with substantial greater Boston hotel business generated by DECWorld and MACWorld.

>>

BOSTON'S AMBASSADOR RETIRES One of Massachusetts' most respected travel industry leaders, Robert E. Cumings, will retire from his position as president of the Greater Boston Convention & Visitors Bureau at the end of August. In his 16-year tenure, the bureau's membership jumped from 50 to 800 and the bureau's staff grew from 12 to 32; the city gained substantial additional convention, trade show, and meeting space with the new Hynes Convention Center, the World Trade Center, and the Bayside Expo Center; and Boston became a top-choice destination for travelers from around the world. Here's what Bob's colleagues say about him:

"Bob took his winning ways from his basketball days. He's been captain, team-builder, and cheerleader of the travel industry -- always looking for new ways to draw a crowd. Bob is a pro: a creative marketing professional, a charming ambassador, and a wonderful friend."

Deborah First, acting director, Massachusetts Office of Travel and Tourism

"I've enjoyed Bob as a colleague for five years, both as a regional tourist council colleague and as a member of the Governor's Advisory Council on Travel and Tourism. I've come to have a great deal of respect for his grasp of the industry and the quiet, exemplary leadership that he's exerted. I look up to him in more ways than the obvious."

Bill Wilson, executive director, Berkshire Hills Visitors Bureau

"Bob Cumings has been Boston's ambassador throughout the country and the world. In addition to his presidency of the Greater Boston Convention & Visitors Bureau, he has also served as president of the International Association of Convention & Visitor Bureaus, the pinnacle of achievement in his profession. Bob has decided that it is time to move on to new areas of challenge. There are many opportunities available to him and he will do well in whatever ventures he chooses."

Tom Kershaw, chairman, Massachusetts Tourism Coalition

The Boston CVB is planning a tribute to Bob on Tuesday, August 21, 5-7pm, at the Sheraton Boston Hotel and Towers. Info: 617-536-4100 x219 or x236.

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MAJOR FORUMS ON THE INDUSTRY'S FUTURE PLANNED FOR THE FALL The Massachusetts travel industry will have an opportunity to discuss and shape Harvard's preliminary recommendations for the industry's future direction at regional forums in the fall. The study, *A Tourism Policy for Massachusetts: Recommendations and Implementation Strategies*, is being conducted by Harvard University's Taubman Center for State and Local Government. It is funded by the private sector and by the Office of Tourism. Forums will be held around the state in late September and early October. Watch for announcements of locations and dates.

>>

INT'L MARKETING PLAN TO BE UNVEILED AUGUST 15 Plans for marketing Massachusetts and New England in overseas markets and Canada in 1991 will be presented to the travel industry, August 15, 8:30-10:30am, at the Harvard Club of Boston, 374 Commonwealth Avenue. International marketing experts from the Office of Travel and Tourism, Massport, the Greater Boston Convention & Visitors Bureau, and New England USA will be on hand to explain new and existing marketing opportunities. Info/RSVPs: Jan Furutani, 617-727-3201 x231, fax 617-727-6525.

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MOTT RETAINS OVERSEAS REPS The Massachusetts Office of Tourism has appointed two new public relations firms to promote the Bay State overseas: the Rowland

Company in the UK and Tsuru Enterprise, Ltd., in Japan. The two companies will coordinate all Massachusetts' promotional activities including consumer and trade press activities, trade shows and sales missions, and special events. In the UK, the Office of Tourism has also contracted with Eros, a fulfillment company, to distribute promotional literature.

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POW! WOW! It was standing room only in the New England aisle at this year's Pow Wow trade show held in Orlando in early June. International tour operators from 56 countries crowded the 14 Massachusetts booths to meet with representatives from travel companies and public sector organizations. The new international marketing programs, launched by the Office of Tourism, Massport, TWA, and Northwest Airlines, were a hot topic of conversation.

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MISSION ACCOMPLISHED More than 220 Japanese tour operators, travel agents and press met with members of the Boston/New England Tourist Board in mid-May as part of a 10-day sales mission, sponsored by Northwest Airlines and USTTA, Tokyo. Receptions and educational seminars were held in both Tokyo and Osaka where attendees met with representatives from the Office of Tourism, Massport, the Greater Boston Convention & Visitors Bureau, and several private properties.

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A FOLIAGE GUIDE SPORTS NEW LOOK A newly-designed 1990 foliage guide will be off the press in mid-August. It lists adventurous ways for visitors to enjoy the fall color show and a map that shows the spread of color across the state. The guide will be a fold-out section of the Spirit Fall Calendar of Events. Travelers can receive a free copy of the Calendar and Foliage Guide by calling, toll-free, 1-800-632-8038 in Massachusetts and 1-800-343-9072 from other northeast states. Beginning mid-September, the toll-free numbers will also offer reports on the spread of color across the state, updated three times weekly.

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GTE, NUMBER THREE The third annual Spirit of Massachusetts Guidebook is now in production. The statewide, four-season guide, published by GTE Discovery Publications, in collaboration with the Office of Travel and Tourism, is the principal fulfillment piece for the Spirit of Massachusetts spring/summer marketing campaign. The 1991 edition will be available in early April. For advertising information, contact GTE at 1-800-626-8666 (Mass.) or 617-756-0202.

>>

DATE SET FOR '91 GOVERNOR'S CONFERENCE Mark your calendar: the 1991 Governor's Conference on Travel and Tourism will take place April 10 & 11. Applications from regions interested in hosting the conference are due September 1. For more information, contact your regional tourist council.

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NEXT FAM IS SHORE TO PLEASE The next group fam trip, "Autumn Along the Coastline," takes off September 6 and covers North of Boston, Northern Middlesex, and an optional Boston segment. Meanwhile, 33 tour operators and travel agents from as far away as Ontario, California, and Florida, are back home after a four-day whirlwind "Summer in the Country" tour of Boston, Concord, Lexington, Worcester County, and Greater Springfield. The regional fam series was developed and marketed by the Office of Tourism in collaboration with the regional tourist councils. For information, contact Nellie Khoury at 617-727-3201 x226.

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MASSACHUSETTS BRINGS HOME THE GOLD The Office of Travel and Tourism and advertising agency Hill, Holliday were honored in June with a Gold Effie Award from the New York Chapter of the American Marketing Association. The Spirit "red, white, & blue" tv and print ads took the highest award for their effectiveness in creating awareness of the state as a destination and generating increased tourist inquiries.

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FREE RACK SPACE Massachusetts attractions, museums, and properties can display their brochures free of charge at the four Massachusetts Tourist Information Centers on the Massachusetts Turnpike. For shipping instructions, contact each individual information center: Charlton westbound, Alice Cournoyer, 508-248-4581; Charlton eastbound, Paulette Desourcy, 508-248-3853; Lee, Joanna Evans, 413-243-4929; Natick, Hilda Hernandez, 508-650-3698.

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KERSHAW HEADS UP COALITION Boston restaurateur and entrepreneur Thomas Kershaw has been elected chairman of the Massachusetts Tourism Coalition. Proprietor of the Hampshire House and the Bull and Finch Pub (a.k.a. Cheers), Kershaw has been an active industry leader. He's chairman of the Greater Boston Convention & Visitors Bureau and co-chair of the fundraising committee for the Harvard tourism study. Serving with Kershaw as Coalition officers are: president Sheila Pina, executive director of the Bristol County Development Council; vice presidents Steven Root, a senior vp of BayBank Valley; hotelier Peter Bassett; and Karen Brown, national sales manager for GTE Travel Enterprises; treasurer Bill Wilson, executive director of the Berkshire Hills Visitors Bureau; and secretary Ed McCann, executive vice president, Massachusetts Hotel-Motel Association.

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MBTA OFFERS RAIL FUN Visitors to Boston can take advantage of the MBTA's Boston Passport. Now in its second year, the passport provides unlimited travel on all subway lines and local buses throughout Greater Boston and \$50 in discounts at Boston-area attractions. Three-day passes (\$8) and seven-day passes (\$16) are sold at key Hub locations: Terminal C and E at Logan Airport, South Station, North Station, and at the Boston Common Visitors Booth. Info: MBTA, 617-722-3200.

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TRAVEL PEOPLE A spirited welcome to Gregory Coenen, president, New England USA; Annette Spahr, director of communications, and Eileen K. Donnellan, convention services coordinator, Springfield Convention and Visitors Bureau; Tim O'Brien, tourism director, Yankee Candle Company, South Deerfield. And congratulations to Tracy Jansen, promoted from acting director to director of the North of Boston Convention and Visitors Bureau.

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HAPPY BIRTHDAY, PLYMOUTH The Plymouth Information Center celebrated its fifth anniversary on July 27. Since the center opened in 1985, one-and-a-half million visitors have stopped in for information and assistance. Congratulations to Manager Ilene Berger and her staff: Manny Carreiro, Ann Comeau, Kit Goldberg, Frank Larsen, Christine McLaughlin, Bob Solari, Fran Tocci, Bette Turner, volunteer Tina Barclay, and students Scott and Jeanine.

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REGIONAL ROUNDUP The Berkshires: The region's newest attraction is The Bidwell House in Monterey, an elegantly restored 18th-century manse displaying a superb collection of period furnishings. Info: 413-528-6888. "Summer on the Mountain," a series of fairs, festivals, and concerts, is in full swing at Jiminy Peak. Info: 413-738-5500 x309. Lowell: The City Council has committed its rooms tax dollars to the Northern Middlesex Convention and Visitors Bureau for the third successive year. Info: 508-454-5633. Bristol County: The county's Americana Trail Guide is now available. Info: 508-997-1250. Boston: The Hub now has a multicolored map designed for walkers. The "Walking Map Tour" covers the Back Bay and Beacon Hill and includes a cassette. It's available at hotel gift shops, the Boston Common Information Booth, and Logan Airport. Info: 617-227-8896.

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TAKE NOTE Address/fax changes: North of Boston CVB has moved from its underground quarters to: 13 Washington Square, Salem, MA 01970, Phone 508-745-2268 (no fax). Nantucket Chamber of Commerce now has a fax: 508-325-4925.

T.H.E. MASSACHUSETTS SPIRIT MESSENGER

OVERSEAS DOCUMENT
COLLECTION
OCT 19 1990
UNIVERSITY OF MASSACHUSETTS
DORCHESTER

Number 46, September 1990

Special Edition: Spring/Summer 1990 Travel Barometer

SLOWDOWN IN BAY STATE TOURISM CONTINUES THROUGH SUMMER SEASON

The economic slowdown in the Northeast continued to affect Massachusetts' spring and summer tourism season. Reports from around the state indicate tourists spent cautiously, took shorter vacations and hunted for bargains. Museums and attractions reported very mixed results; overall attendance dipped 0.5%. The number of visitors at beaches and parks increased 3.7% and 8.4% respectively.

Statewide hotel occupancy rates for the first six months of 1990 grew a modest 0.9% with a 7.7% increase in July. For March-July, strong convention bookings boosted Boston and Cambridge occupancy; most other regions of the state showed declines in business.

Air traffic was up 4.6% including a 4.4% increase in international traffic at Logan. (For the first seven months of 1990, transatlantic traffic jumped 17%.)

Highway counts remained even with last year, but ferry traffic to Nantucket and Martha's Vineyard was up 4.0%.

MASSACHUSETTS TRAVEL BAROMETER, SPRING/SUMMER 1990

	SPG/SUM 90		SPG/SUM 89		% +/-	
ATTENDANCE SUMMARY (Mar-Aug)	16,850,283		16,484,746		+ 2.2%	
Museums & Attractions	8,527,135		8,568,759		- 0.5%	
State & Nat'l Beaches	5,734,300		5,530,574		+ 3.7%	
State & Nat'l Parks	1,613,231		1,488,874		+ 8.4%	
Information Centers	975,617		896,539		+ 8.8%	
LODGING	Statewide			Boston		
	Curr	Prev	% +/-	Curr	Prev	% +/-
Occupancy Rates						
March	60.0%	60.3%	- 0.3%	71.4%	68.6%	+ 4.0%
April	64.4%	66.4%	- 2.9%	79.2%	75.9%	+ 4.2%
May	69.2%	69.1%	+ 0.1%	80.1%	78.6%	+ 2.0%
June	72.1%	73.3%	- 1.6%	80.6%	79.7%	+ 1.2%
July	74.3%	69.0%	+ 7.7%	87.2%	73.6%	+18.6%
Avg Daily Room Rate						
March	\$94.08	\$93.56	+ 0.5%	\$112.30	\$109.42	+ 2.6%
April	\$101.91	\$99.66	+ 2.2%	\$127.39	\$121.00	+ 5.2%
May	\$106.47	\$105.55	+ 0.8%	\$131.47	\$125.15	+ 4.8%
June	\$105.11	\$105.03	+ 0.1%	\$127.94	\$124.89	+ 2.2%
July	\$102.71	\$98.22	+ 4.5%	\$119.83	\$112.15	+ 6.6%

	SPR/SUM 90	SPR/SUM 89	% +/-
AIR (Mar-Aug)	10,254,402	9,799,630	+ 4.6%
Logan Airport	10,082,518	9,631,644	+4.7%
Domestic Travelers	8,548,684	8,161,905	+4.7% (a)
International Travelers	1,533,834	1,469,739	+4.4% (a)
Regional Airports	171,884	167,986	+2.3%
Barnstable Airport	97,937	92,781	+5.6% (a)
Nantucket Airport	73,947	75,205	-1.7% (b)
HIGHWAY (Mar-Aug)	15,706,502	15,866,513	-1.0%
Massachusetts Turnpike	14,123,797	14,345,882	-1.2%
Weston Interchange	8,597,514	8,789,343	-2.2%
Entering at Sturbridge	3,851,942	3,876,630	-0.6%
Eastbound at West Stockbridge	1,674,341	1,679,909	-0.3%
Interstate	925,935	899,187	+3.0%
I91; Northbound at Longmeadow	159,591	155,402	+2.7% (a)
I91; Southbound at Deerfield	68,109	61,292	+11.1% (a)
I93; Southbound at Andover	239,949	238,657	+0.5% (a)
I95; Southbound at Georgetown	132,492	129,986	+1.9% (a)
I95; Nouthbound at Attleboro	179,026	169,857	+5.4% (a)
II95; Eastbound at Seekonk	146,768	143,993	+1.9% (a)
Intrastate	656,770	621,444	+5.7%
Route 2 at Concord	215,767	226,470	-4.7% (a)
Bourne Bridge	189,085	183,917	+2.8% (a)
Sagamore Bridge	251,918	211,057	+19.4% (a)
FERRY (Mar-Aug)	1,404,564	1,350,246	+4.0% (c)
Martha's Vineyard	1,096,443	1,072,252	+2.3%
Nantucket	308,121	277,994	+10.8%
MUSEUMS AND ATTRACTIONS (Mar-Aug)	8,527,135	8,568,759	-0.5%
Greater Boston			
Adams National Historic Site	18,970	18,742	+1.2%
Boston Tea Party Ship & Museum	71,893	62,880	+14.3%
Bunker Hill Pavillion	54,946	60,646	-9.4%
Children's Museum	294,308	308,530	-4.6%
Computer Museum	79,105	57,037	+38.7%
Franklin Park Zoo	111,004	37,502	+196.0% (e)
Harvard University Art Museums	102,111	114,798	-11.1%
Isabella Stewart Gardner Museum	78,846	78,734	+0.1%
John Hancock Observatory	202,670	202,789	-0.1%
John F. Kennedy Library & Museum	145,872	164,201	-11.2%
MIT Museum	123,000	119,000	+3.4%
Museum of Fine Arts	761,647	408,475	+86.5%
Museum of Our National Heritage	28,184	29,491	-4.4%
Museum of Science	888,004	911,051	-2.5%
Museum of Transportation	NO DATA AVAILABLE		
New England Aquarium	669,344	664,298	+0.8% (a)
Old State House	48,870	57,072	-14.4% (d)
Paul Revere House	129,854	134,997	-3.8%

(a) Not Including Aug 90/89

(b) Outbound Only

(c) Steamship Authority Only

(d) Closed for Renovations/March & Late Aug

SPR/SUM 90

SPR/SUM 89

% +/-

MUSEUMS AND ATTRACTIONS (cont)*Greater Boston (cont)*

	NO DATA AVAILABLE		
Prudential Center Skywalk	116,084	288,859	-59.8% (e)
Stone Zoo	672,858	696,704	-3.4%
USS Constitution	44,928	51,215	-12.3%

North of Boston

Hammond Castle Museum	38,809	34,590	+12.2%
House of Seven Gables	89,930	82,897	+8.5%
Museum of American Textile History	14,484	14,655	-1.2%
New England Quilt Museum	10,866	8,256	+31.6%
Peabody Museum	50,274	55,121	-8.8%
Salem Maritime Nat'l Historic Site	382,742	452,277	-15.4%

Plymouth

Edaville Railroad	41,832	48,762	-14.2%
Plimoth Plantation	195,996	202,918	-3.4%
Mayflower II	212,434	224,328	-5.3%

Bristol County

Battleship Cove	80,629	97,188	-17.0%
Great Woods Performing Arts Center	561,193	573,398	-2.1%
New Bedford Whaling Museum	33,017	32,812	+0.6%

Cape Cod

Cape Cod Museum of Natural History	34,347	31,429	+9.3%
Cape Cod Scenic Railroad	16,637	12,562	+32.4%
Heritage Plantation	69,177	76,815	-9.9%
Pilgrim Monument & Museum	81,423	84,258	-3.4%
Sandwich Glass Museum	29,900	35,114	-14.9%

Worcester

Fruitlands Museums	8,526	9,294	-8.3%
Higgins Armory Museum	28,812	28,409	+1.4%
Mechanics Hall	76,100	102,000	-25.4%
New England Science Center	87,161	66,926	+30.2%
Old Sturbridge Village	299,032	342,362	-12.7%
Whalom Park	164,700	175,800	-6.3%

Pioneer Valley

Basketball Hall of Fame	83,517	73,502	+13.6%
Historic Deerfield	17,451	15,407	+13.3%
Holyoke Children's Museum	32,900	45,930	-28.4%
Riverside Park	714,195	776,000	-8.0%
George Walter Smith Art Museum	21,841	29,570	-26.1%
Springfield Museum of Fine Arts	18,448	27,113	-32.0%
Springfield Science Museum	132,718	90,498	+46.7%
The Big E	SEASONAL		

(e) Due to new Attendance Recording Procedures, Franklin Park and Stone Zoos are not comparable from 1989 to 1990.

SPR/SUM 90 SPR/SUM 89 % +/-

MUSEUMS AND ATTRACTIONS (cont)*Berkshires*

Berkshire Museum	45,934	49,319	-6.9%
Berkshire Scenic Railway	835	1,238	-32.6%
Clark Art Institute	85,281	74,649	+14.2%
Hancock Shaker Village	40,760	43,384	-6.1%
Norman Rockwell Museum	82,736	82,957	-0.3%
Tanglewood Music Festival	NO DATA AVAILABLE		

BEACHES (Mar-Aug)

	5,734,300	5,530,574	+3.7%
Cape Cod National Seashore	3,651,313	3,336,082	+9.4%
Crane Memorial Reservation	144,846	138,555	+4.5%
Horseneck Beach State Reservation	293,789	294,602	-0.3%
Salisbury Beach State Reservation	1,644,352	1,761,335	-6.6%

PARKS (Mar-Aug)

	1,613,231	1,488,874	+8.4%
Fall River Heritage State Park	331,974	129,718	+155.9% (f)
Georges Island	NO DATA AVAILABLE		
Lowell National Historical Park	451,909	456,204	-0.9%
Minuteman National Historical Park	547,316	604,372	-9.4%
Nickerson State Park	186,516	193,363	-3.5%
Parker State Forest	62,784	62,749	+0.1%
Standish State Forest	32,732	42,468	-22.9%

INFORMATION CENTERS (Mar-Aug)

	975,617	896,539	+8.8%
Boston National Park Visitors Center	145,584	135,603	+7.4%
Boston Common Information Booth	190,645	197,219	-3.3%
Charlton East (Mass Turnpike)	148,402	166,879	-11.1%
Charlton West (Mass Turnpike)	45,799	48,330	-5.2%
Lee (Mass Turnpike)	50,343	48,095	+4.7%
Mansfield (Route 495)	106,032	49,897	+112.5% (g)
Natick (Mass Turnpike)	29,593	31,283	-5.4%
Plymouth (Route 3)	259,219	219,233	+18.2%

(f) Fall River Celebrates America - August 1990 - 260,000 visitors

(g) Mansfield Center closed March-May 1989

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 The Massachusetts Travel Barometer samples attendance, traffic, and lodging data from throughout the state. Barometer reports are compiled by the Massachusetts Office of Travel and Tourism for the spring/summer, fall, and winter seasons. Sources include: Laventhol and Horwath for lodging statistics; Massachusetts Turnpike Authority and Department of Public Works for auto traffic; Massachusetts Port Authority for Logan Airport traffic; and Steamship Authority for ferry traffic. For more information, contact Mark McDermott at the Mass. Office of Travel & Tourism, 617-727-3201 x212.

Moving? Send address change to Michele Ellicks, Massachusetts Office of Travel & Tourism, 100 Cambridge Street, 13th Floor, Boston, MA 02202.

T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

Number 47, November 1990

\$2.3M EUROPEAN CAMPAIGN TAKES OFF WITH TWA & NORTHWEST Massachusetts will be expanding its European marketing program to five countries in 1991 with financial support from TWA and Northwest Airlines.

Germany and Italy will be added to the current target countries of the U.K., Netherlands, and France. The \$2.3 million campaign -- the largest overseas effort ever undertaken by the state -- is funded by Massport, the Office of Travel and Tourism, and the two carriers. TWA will be the airline partner in the U.K., France, and Italy; Northwest will be promoting the Bay State in Germany and the Netherlands.

The expanded program was announced in London at a press conference in September by Governor Michael Dukakis as part of his five-country European trade mission.

The cooperative campaigns will include consumer and trade advertising, travel agent and press fam trips, public relations activities, and airline staff training. All five campaigns will be targeted at frequent travelers who have already visited the U.S. and are now looking for the "real America."

Ten carriers currently offer direct service from Europe to Logan International Airport. Virgin Atlantic will begin service from London's Gatwick airport to Boston next May.

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SKI FOR FREE Skiers can get a jump on the season while enjoying substantial savings beginning November 26 when "Massachusetts, Ski It to Believe It" brochures will be available at Massachusetts Turnpike tollbooths, Tourist Information Centers and participating Ski Market stores.

The Massachusetts Office of Tourism, the Massachusetts Turnpike Authority, the Massachusetts Ski Areas Association and Ski Market have teamed up once again with the National Ski Association to tie in with the national "Ski It to Believe It" campaign. Sixty-second radio spots with the "Ski It to Believe It" tagline will run on stations in Boston, Worcester, Cape Cod, Albany, NY, Hartford, CT, and Providence, RI, markets. Spots will run the first two weeks in December and January. The Massachusetts Ski Areas Association contributed \$5,000 to the campaign to purchase additional radio time and complimentary lift tickets to be used in on-air promotions. The total media buy is \$55,000.

This year's program offers skiers a week of free skiing in Massachusetts, December 15-21, and a two-for-one pass during four specific weeks of the season. The two-for-one offer is good weekdays only, during the weeks of December 10, January 28, February 4 and March 4. Coupons for both programs are included in the brochure and will also be printed in a Ski Market circular. When skiers redeem their coupons at participating ski areas, they are automatically entered into the Ski Sweepstakes. Each Sweepstakes winner (one from each participating area) will receive a 1991/92 Individual Season Pass. Drawings will be held on April 15, 1991. For information, contact Michele Ellicks at the Office of Tourism, 617-727-3201, ext. 222.

ACTION ITEMS: Governor's Conference dates, p.2; Canadian and Japanese Sales Mission, p.3; Spring/Summer Calendar deadline, p.4.

INDUSTRY SUPPORTS HARVARD STUDY Tourism related businesses and organizations across Massachusetts have pledged financial support to the travel industry study being conducted by the Taubman Center at Harvard University. The study, *A Tourism Policy for Massachusetts: Recommendations & Implementations*, was financed by the private sector and the Office of Travel and Tourism. MOTT's \$50,000 grant was matched, two-for-one, by the private sector. The project analyzes product and industry needs and when completed, will present an analysis of alternative strategies for the development, marketing and funding of tourism in Massachusetts. The statewide forums, originally slated for October, will be rescheduled for early in 1991 to allow time for additional research.

>>

MARK YOUR CALENDARS NOW FOR 1991 GOVERNOR'S CONFERENCE ON TOURISM The dates have been set and the site chosen for the fourth annual Massachusetts Governor's Conference on Travel and Tourism. The conference will be held, April 11 & 12, 1991 at the Sheraton Tara in Danvers. The Northern Middlesex CVB and the North of Boston CVB will co-host the conference. For information and for early registration (sign up now and save), contact Mary Hayes at 617-727-3201, ext. 245.

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BUDGET UPDATE As a result of several rounds of state budget cuts, the total FY 91 tourism budget has been reduced \$584,000 from the original FY 91 budget. The Office of Travel and Tourism budget now stands at \$4,497,458, 19.5% less than FY 90; the regional matching grant program is now \$959,643, down 27.7% from FY 90.

The MOTT cuts will result in further reductions in the domestic spring/summer advertising program, a curtailment in bulk shipping of MOTT publications, and reduced funding of the New England Governors' Conference programs.

The cuts will not affect the marketing and distribution of the *Spirit of Massachusetts Guidebook*; the international marketing program with Massport, TWA, and Northwest; or the Winter Getaway program now underway.

For the regional tourist councils, the cuts in the matching grant program means further reductions in core marketing, publications, and fulfillment services.

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REGIONAL GRANT AWARDS The state's thirteen regional tourist councils have received a total of \$1,015,541 in state funds to support regional marketing programs. The funds -- \$959,643 from the regional grant budget and \$55,899 from the Office of Tourism budget -- were awarded by the Executive Office of Economic Affairs and the Office of Travel and Tourism based on a formula that measures regional economic impact and performance. The program requires each regional tourism promotion agency to raise additional funds to match the state grant.

Fiscal Year 1991 Regional Grants

Berkshire Visitors Bureau	\$ 64,186	Mohawk Trail Association	\$ 14,236
Greater Boston CVB	\$348,931	Nantucket Island Chamber	\$ 29,865
Bristol County Dev Council	\$ 55,114	North of Boston CVB	\$ 56,213
Cape Cod Chamber	\$124,125	Greater Springfield CVB	\$ 57,250
Franklin County Chamber	\$ 34,738	Plymouth County Dev Council	\$ 56,557
Martha's Vineyard Chamber	\$ 32,522	Worcester County CVB	\$ 60,929
Northern Middlesex CVB	\$ 80,875		

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REGIONAL COUNCILS REGROUP Two regional tourist councils, the North of Boston Convention & Visitors Bureau and the Worcester County Convention & Visitors Bureau, have named new executive directors.

Ted Lehne has been appointed executive director of the North of Boston CVB. He replaces Tracy Jansen who resigned in September. In addition to managing membership organizations, Lehne has developed and managed businesses and worked as a journalist. While working in Alaska, Lehne helped establish an independent convention and visitors bureau for Fairbanks and wrote the ordinance establishing the city's hotel/motel tax.

In Worcester, Bernie Colburn has been named director of the bureau. Previously the assistant director, Colburn has been with the bureau for five years. She replaces Maureen Gardner who resigned in August. In her two years as director, Gardner developed the bureau into a strong sales organization focusing on conventions, meetings, and group tours.

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MASSACHUSETTS SPREADS HOLIDAY CHEER TO CANADA AND GREAT BRITAIN The Massachusetts Getaway Guide, the fulfillment piece in the new Holiday Getaway campaign, is being promoted in Canada and Great Britain. The "We've Been in the Holiday Spirit Since 1620" campaign, launched by Governor Dukakis in early October, promotes the upcoming holiday season as a perfect time for travelers to visit Massachusetts and take advantage of special value packages. USTTA offices in Montreal and Toronto will distribute the guide at their visitor centers. The Rowland Company, the Office of Tourism's public relations firm in London, will promote the guide to consumer and travel trade press. Promotion of the guide overseas capitalizes on the favorable exchange rates for British travelers and their growing interest in getaway trips to the U.S. Canadian and British travel agents can take advantage of the 110 commissionable packages in the guide.

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MASSACHUSETTS LOOKS NORTH Massachusetts delegations will travel across the Canadian border twice in November to attend Group Travel Conventions. Representatives from Bay State attractions and properties will meet with Ontario-based motorcoach operators at the Ontario Motorcoach Association Convention, October 30-November 2. A delegation of more than 90 Massachusetts tourism representatives will attend the National Tour Association (NTA) Annual Convention in Montreal, November 11-16. On this side of the Canadian border, Niagara Falls, NY, is the site of the American Bus Association (ABA) Convention the week of December 3. For information, contact Nellie Khoury, Office of Tourism, 617-727-3201, ext. 226.

>>

OH CANADA, AGAIN The Boston New England Tourist Board (BNETB) and the Massachusetts Office of Tourism are sponsoring a Canadian Sales Mission, April 16-19, 1991. Massachusetts travel companies will have the opportunity to meet with Canadian motorcoach tour operators, tour wholesalers and packagers at table-top receptions in Montreal on April 16 & 17 and in Toronto on April 18 & 19. Participation fees are: \$400/supplier for the Montreal reception, \$500/supplier for the Toronto show or \$800 for both shows. The BNETB will also have a booth at the Toronto Travel & Leisure Show, April 18-21, 1991. The participation fee is \$200. The registration deadline for all shows is December 7. For information, contact Mary Hayes, Office of Tourism, 617-727-3201, ext. 245.

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JAPAN SALES MISSION A group of public sector organizations and private properties, under the BNETB umbrella, will travel to Japan, January 21-30 for the third Annual Japan Sales Mission. Participants will meet with Japanese tour operators at table-top receptions in Tokyo, Osaka, and for the first time, in Massachusetts' sister state, Hokkaido. Space is going quickly. For information, contact Jan Furutani, Office of Tourism, 617-727-3201, ext. 231.

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AROUND THE WORLD AND BACK Delegations from Massachusetts and New England will be traveling the international trade show circuit through the end of the year. For the first time, there was a Pow Wow/Europe, October 29 & 30 in Paris. The show gave American suppliers the opportunity to meet with tour operators from around the world. World Travel Market (WTM), the second-largest travel show in the world,

takes place November 27-30 in London. As in previous years, Massachusetts will be participating as part of the New England booth. Massachusetts will also have a booth at The World Travel Fair in Tokyo, December 7-10. For information about participating in any of these shows, contact Jan Furutani, Office of Tourism, 617-727-3201, ext. 231.

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HIGH FIVE Massachusetts is the fifth most popular U.S. destination for Europeans and the eighth most popular for all overseas visitors, according to the latest data from the United States Travel and Tourism Administration. Percentage of all European travelers visiting U.S. destinations in 1989: New York, 33.3%; California, 31.3%; Florida, 31.1%; Arizona, 8.4%; and Massachusetts, 7.9%.

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TRENDWATCH: BOOMERS Early baby boomers comprise the group most likely to travel with children or on business in the 90s, according to Suzanne Cook, executive director of the United States Travel Data Center. Those born between 1946 and 1954 are now in their peak earning years, Cook told a national conference of travel agents recently. She predicts there will be increased demands by travelers for child-care and entertainment services.

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TRAVEL PEOPLE A spirited welcome to Janice Randall, director of public relations, Four Seasons Hotel, Boston. And a fond farewell to Adolf Arnold and his A & D Toy-Train Village in Middleboro which will be closing January 6, 1991.

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KERSHAW TAKES CHARGE AT BOSTON CVB Thomas Kershaw, chairman of the Greater Boston Convention & Visitors Bureau, is managing the bureau's operations while the search continues for a new president to replace Bob Cumings.

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NOMINATIONS PLEASE Nominations are now being accepted for Spirit of Massachusetts Tourism Leadership Awards to be presented at the fourth annual Governor's Conference on Travel & Tourism in April. Awards are given to individuals and institutions that have demonstrated exceptional leadership in developing the state's tourism industry. Deadline for nominations is January 10, 1991. Contact Mary Hayes, Office of Tourism, 617-727-3201, ext. 245.

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REGIONAL ROUNDUP

Plymouth County: Earlier this month, Brooks Kelly, executive director of the Plymouth County Development Council, and a delegation of Plymouth town officials traveled to Japan to sign a formal "sister town" agreement with Schichigahama, a coastal community 180 miles northeast of Tokyo. Info: 617-826-3136. The good news is that the Mohawk Trail has been in the news recently. The area has been featured on Boston's Evening Magazine, WGGB-TV, Channel 40 in Springfield, in USA Today, and in the Albany Times Union. Info: 413-664-6256. **Bristol County:** The Bristol County Development Council is producing a sales video, "Fall River Celebrates America," in an effort to attract corporate sponsors for Fall River's August Waterfront Festival. Info: 508-997-1250.

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UPCOMING DEADLINE December 17 is the deadline to submit events for the Spring/Summer Calendar. The calendar covers the months April through September 15. Contact Kim Thompson, Office of Tourism, 617-727-3201, ext. 221.

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WINTER FUN The 1990-91 Winter Calendar of Events is now available in limited bulk quantities. Contact Peter Lee, 617-727-3201, ext. 211.

Editor of this issue: Ashley McCown

✓ **T·H·E**
MASSACHUSETTS
SPIRIT
MESSENGER

RECEIVED

21 1990

DOCUMENTS
COLLECTION

Number 48, December 1990

PAT MOSCARITOLO NAMED NEW PRESIDENT OF BOSTON CVB Patrick Moscaritolo, deputy executive director of Massport, has been appointed president of the Greater Boston Convention & Visitors Bureau. Moscaritolo has been with Massport since 1979 and has been instrumental in positioning Logan Airport as the international gateway to New England. Under his leadership, Massport became a key partner, along with the Office of Tourism, TWA, and Northwest Airlines, in the largest overseas marketing program ever undertaken by Massachusetts.

"In the seven years that Pat and I have worked together, he's approached each project with creative ideas, an eye for the big picture, and the ability to get people and organizations to work together," said Deborah First, acting director, Massachusetts Office of Tourism. "The bureau has someone at the helm with proven experience at making things happen. Pat will make Boston number one for conventions and tourism."

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GOVERNOR DUKAKIS PROMOTES HOLIDAY GETAWAYS In the closing weeks of his administration, Governor Dukakis took time out to visit two of Massachusetts' major historic attractions to promote MOTT's Holiday Getaway campaign. The campaign whose tagline is, "We're In The Holiday Spirit Since 1620," was based on an idea from the Governor. In November, Dukakis made a pre-Thanksgiving visit to Plimoth Plantation where he shared a traditional meal with his seventeenth-century counterpart, Governor Bradford. Just before Christmas, he visited Historic Deerfield and sampled traditional desserts baked in the Hall Tavern's ovens.

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GOVERNOR'S CONFERENCE IS ON COURSE Planning to attend the 1991 Massachusetts Governor's Conference on Travel & Tourism? Watch your mail for an announcement and take advantage of the special early registration fee of \$125. This year's conference, "Massachusetts Tourism: Charting A Competitive Course," will take place at the Sheraton Tara in Danvers, April 11 & 12. A reminder: nominations for Spirit of Massachusetts Leadership Award should be to sent MOTT by January 10. For more information, contact Mary Hayes, Office of Tourism, 617-727-3201, ext. 245.

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MASSACHUSETTS HAS CAUSE FOR CELEBRATION 1991 and 1992 will mark several anniversaries of special interest to Massachusetts. Basketball will be one-hundred years-old in 1991 and, in Springfield, the birthplace of the game, the Basketball Hall of Fame already has many events planned. In 1992, Massachusetts will celebrate the 500th anniversary of Columbus' discovery of America by hosting a world fleet of tall ships, which will be in Boston, July 11-16. All tall ship events are being organized by Sail Boston 1992. 1992 also marks the 300th anniversary of the Salem witch trials. A chairman of Salem's Tercentenary Commission is expected to be named shortly to get the bewitching festivities underway.

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ACTION ITEMS: Early registration for Governor's Conference and Spirit of Massachusetts Leadership Award nominations, p.1.

BOFFO BUSINESS Nellie Khoury, MOTT's tour and travel sales manager, reports strong interest by motorcoach operators in developing or expanding tours to Massachusetts. She met with more than 100 group tour operators at three annual conventions this fall: the Ontario Motor Coach Association (OMAC), the National Tour Association (NTA), and the American Bus Association (ABA). She was joined by a delegation from the state's hotels, restaurants, attractions and regions at all shows. Congratulations are in order for Jean Upton of the Sheraton Plymouth who was appointed to NTA's Tour Supplier Council; Tourco president Gerald DiPietro, who was re-elected as president of National Tour Marketing Services (NTMS); and Ed Camara, president, Camara Tours, the new treasurer of NTMS. For more information and to receive leads from these shows, contact, Nellie Khoury, 617-727-3201, ext. 226.

>>

READ ALL ABOUT IT! Massachusetts was in the news, every day, at London's World Travel Market, November 27-30. The Bay State was the only U.S. destination featured in *Travel Trade Gazette's* special "Destination America" section. The section was the result of TTG's travel editor's trip here in October and featured articles on Boston, Sandwich, Salem, New Bedford and Fall River, and Old Sturbridge Village. The European marketing campaign, a cooperative effort of MOTT, Massport, TWA, and Northwest Airlines, and Massachusetts' Holiday Getaway program were also written up in *Travel Trade Gazette* and *Travel News*, the UK's two major trade publications.

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LARRY MEEHAN RETURNS In other news at the Boston Convention & Visitors Bureau, Larry Meehan has returned to the bureau as director of public relations & program development. In addition to press relations, Meehan will develop a program of marketing activities, aimed at convention and international travel decision-makers. Meehan was previously with the bureau for five years as director of tourism. Most recently, he developed a New England visitor information network as vice president of SkiAmerica Enterprises. Meehan succeeds Leora Halpern, who took a public relations position with the Sheraton Center & City Squire Hotels in New York. Welcome back, Larry, and best wishes to Leora!

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MAKE WAY FOR WHALES The Old Dartmouth Historical Society, which also operates the New Bedford Whaling Museum, has announced plans for the opening of a Whale Preservation Center in Plymouth. While the New Bedford museum continues to focus on preserving the lore and culture of the whaling era, the new museum will emphasize the need to understand and preserve the worldwide population of whales. The museum is scheduled to open in the spring of 1991.

>>

REGIONAL ROUNDUP **Worcester:** In her first month as the bureau's new executive director, Bernadette Colborn has been hard at work marketing the region to convention planners here and abroad. Currently, the bureau is pursuing more than a dozen national and international conventions. Info: 508-753-2920. **Martha's Vineyard:** the Chamber of Commerce is targeting in-state travelers with a new video exchange program. The chamber is producing a video highlighting the island's points of interest and is encouraging the state's other regional tourist councils to do the same. The councils can then exchange videos and air them on local cable television stations. Info: 508-693-0085. **Berkshires:** the region is hosting the Winter Bay State Games, February 1-3. Info: 413-663-3735. **Greater Boston:** four hotels are giving parents with special needs children a weekend off. The "Residential Program," coordinated by the Greater Boston Association for Retarded Citizens, offers parents free lodging at The Copley Plaza, Sheraton Boston, Tremont House, and Sheraton Needham. Info: Russel Hoyt, 617-266-4520.

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F.Y.I. The Japan sales mission, originally scheduled for January 21-30, has been postponed until early spring. Stay tuned for the new dates.

T·H·E MASSACHUSETTS SPIRIT MESSENGER

Number 49, January 1991

Special Edition: Fall 1990 Travel Barometer

ECONOMIC RECESSION PUTS MASS TRAVEL IN THE SLOW LANE

With the deepening recession putting a brake on pleasure and business travel throughout the U.S., Massachusetts' fall barometer shows travel activity slipped below 1989 levels. Aggregate attendance rose just 0.9% from last season which was a 7.5% drop from the previous fall (1988).

Continuing this summer's trend, museums and attractions showed extremely mixed results with total attendance dipping 1.1%. The number of visitors at beaches increased 4.4% while attendance at parks decreased 1.7%. Use of state tourist information centers rose 8.8%.

Statewide hotel occupancy rates showed declines in September and November (down 4.3% and 3.8%) and a small increase of 1.0% in October. Boston's occupancy rates, which showed growth for the first half of the year, are now starting to dip below 1989 levels.

Air traffic was up 3.6% including a 6.7% increase in international traffic at Logan Airport.

Highway counts dipped 2.5%, but ferry traffic on the Steamship Authority grew 4.3%, bolstered by a 17.1% increase in the number of passengers traveling to Nantucket.

MASSACHUSETTS TRAVEL BAROMETER, FALL 1990

	FALL 90	FALL 89	% +/-
ATTENDANCE SUMMARY (Sep-Nov)	6,495,663	6,439,079	+ 0.9%
Museums & Attractions	3,900,465	3,944,457	- 1.1%
State & Nat'l Beaches	1,677,969	1,607,875	+ 4.4%
State & Nat'l Parks	443,017	450,715	- 1.7%
Information Centers	474,212	436,032	+ 8.8%

LODGING (a)	Statewide			Boston		
	Curr	Prev	% +/-	Curr	Prev	% +/-
Occupancy Rates						
September	76.2%	79.7%	-4.3%	82.2%	84.2%	-2.4%
October	84.1%	83.3%	+1.0%	91.0%	89.8%	+1.3%
November	63.5%	66.1%	-3.8%	71.8%	72.2%	-0.6%
Avg Daily Room Rate						
September	\$110.68	\$110.88	-0.2%	\$124.14	\$125.01	-0.7%
October	\$119.29	\$112.35	+6.2%	\$138.64	\$130.16	+6.5%
November	\$107.64	\$105.61	+1.9%	\$119.90	\$118.68	+1.0%

	FALL 90	FALL 89	% +/-
MUSEUMS AND ATTRACTIONS (Sep-Nov)	3,900,465	3,944,457	- 1.1%
<i>Greater Boston</i>			
Adams National Historic Site	9,080	9,877	- 8.1%
Boston Tea Party Ship & Museum	28,755	22,041	+ 30.5%
Bunker Hill Pavillion	16,620	15,871	+ 4.7%
Children's Museum	94,731	89,176	+ 6.2%
Computer Museum	26,203	15,842	+ 65.4%
Franklin Park Zoo	30,396	116,407	- 73.9%
Harvard University Art Museums	49,685	57,120	- 13.0%
Isabella Stewart Gardner Museum	31,549	34,306	- 8.0%
John F. Kennedy Library & Museum	----- no data available -----		
John Hancock Observatory	89,479	90,630	- 1.3%
MIT Museum	62,400	60,200	+ 3.7%
Museum of Fine Arts	218,991	238,299	- 8.1%
Museum of Our National Heritage	14,365	12,153	+ 18.2%
Museum of Science	297,031	339,421	- 12.5%
Museum of Transportation	3,395	2,912	+ 16.6%
New England Aquarium	251,328	235,776	+ 6.6%
Old State House	0	26,760	-100.0% (b)
Paul Revere House	60,483	56,298	+ 7.4%
Prudential Center Skywalk	----- no data available -----		
Stone Zoo	37,855	48,314	- 21.6%
USS Constitution	259,415	224,983	+ 15.3%
USS Constitution Museum	18,261	19,785	- 7.7%
<i>North of Boston</i>			
Hammond Castle Museum	19,828	15,560	+ 27.4%
House of Seven Gables	52,712	45,836	+ 15.0%
Museum of American Textile History	2,994	2,838	+ 5.5%
New England Quilt Museum	4,502	3,663	+ 22.9%
Peabody Museum	22,785	23,498	- 3.0%
Salem Maritime Site	183,101	194,962	- 6.1%
<i>Worcester County</i>			
Fruitlands Museums	5,418	4,311	+ 25.7%
Higgins Armory Museum	7,546	7,010	+ 7.6%
Mechanics Hall	38,442	42,135	- 8.8%
New England Science Center	18,709	14,280	+ 31.0%
Old Sturbridge Village	165,182	167,924	- 1.6%
Whalom Park	26,100	21,200	+ 23.1%
<i>Pioneer Valley</i>			
Basketball Hall of Fame	23,121	21,696	+ 6.6%
Historic Deerfield	12,371	11,160	+ 10.9%
Holyoke Children's Museum	8,903	11,247	- 20.8%
Riverside Park	95,300	81,000	+ 17.7%
George Walter Smith Art Museum	13,914	8,893	+ 56.5%
Springfield Museum of Fine Arts	6,882	7,984	- 13.8%
Springfield Science Museum	14,165	19,545	- 27.5%
The Big E	960,383	800,902	+ 19.9%
<i>Berkshires</i>			
Berkshire Museum	23,625	27,989	- 15.6%
Berkshire Scenic Railway	741	3,427	- 78.4%
Clark Art Institute	39,325	36,898	+ 6.6%
Hancock Shaker Village	22,694	24,207	- 6.3%
Norman Rockwell Museum	49,071	49,350	- 0.6%
Tanglewood Music Festival	----- closed for season -----		

	FALL 90	FALL 89	% +/-
MUSEUMS AND ATTRACTIONS (cont)			
<i>Plymouth</i>			
Edaville Railroad	41,978	37,182	+ 12.9%
Plimoth Plantation	123,037	131,304	- 6.3%
<i>Mayflower II</i>	148,503	126,573	+ 17.3%
<i>Cape Cod</i>			
Cape Cod Museum of Natural History	10,138	10,279	- 1.4%
Cape Cod Scenic Railroad	9,912	6,847	+ 44.8%
Heritage Plantation	18,206	18,992	- 4.1%
Pilgrim Monument & Museum	30,870	33,751	- 8.5%
Sandwich Glass Museum	20,745	22,365	- 7.2%
<i>Bristol County</i>			
Battleship Cove	24,618	23,461	+ 4.9%
Great Woods Performing Arts Center	43,422	158,762	- 72.6% (c)
New Bedford Whaling Museum	11,200	11,255	- 0.5%
BEACHES (Sep-Nov)	1,677,969	1,607,875	+ 4.4%
Cape Cod National Seashore	1,416,711	1,345,151	+ 5.3%
Crane Memorial Reservation	37,790	34,881	+ 8.3%
Horseneck Beach State Reservation	68,254	52,388	+ 30.3%
Salisbury Beach State Reservation	155,214	175,455	- 11.5%
PARKS (Sep-Nov)	443,017	450,715	- 1.7%
Fall River Heritage State Park	16,498	16,187	+ 1.9%
Georges Island	7,226	8,916	- 19.0%
Lowell National Historical Park	135,121	137,140	- 1.5%
Minuteman National Historical Park	225,027	225,815	- 0.3%
Nickerson State Park	26,905	29,112	- 7.6%
Parker State Forest	17,410	17,369	+ 0.2%
Standish State Forest	14,830	16,176	- 8.3%
INFORMATION CENTERS (Sep-Nov)	474,212	436,032	+ 8.8%
Boston National Historical Park	70,452	59,860	+ 17.7%
Boston Common Information Booth	90,805	83,830	+ 8.3%
Charlton-East Information Center	83,093	66,021	+ 25.9%
Charlton-West Information Center	18,775	19,334	- 2.9%
Lee Information Center	20,305	26,000	- 21.9%
Mansfield Information Center	40,760	44,479	- 8.4%
Natick Information Center	13,514	11,816	+ 14.4%
Plymouth Information Center	136,508	124,692	+ 9.5%

- (a) Lodging statistics now provided by Pannell Kerr Forster
 (b) Old State House closed for renovations in Fall of 1990.
 (c) Great Woods: 15 performances in 1989, 5 performances in 1990.

	FALL 90	FALL 89	% +/-
AIR (Sep-Nov)	4,081,421	3,941,438	+ 3.6%
Logan Airport	4,001,063	3,863,743	+ 3.6%
Logan Airport - Domestic	3,398,424	3,299,129	+ 3.0% (d)
Logan Airport - International	602,639	564,614	+ 6.7% (d)
Regional Airports	80,358	77,695	+ 3.4%
Barnstable Airport - Inbound	22,361	22,828	- 2.0% (d)
Barnstable Airport - Outbound	22,361	21,089	+ 6.0% (d)
Nantucket Airport - Outbound	35,636	33,778	+ 5.5%
HIGHWAY (Sep-Nov)	9,913,625	10,167,445	- 2.5%
Massachusetts Turnpike	6,805,157	7,015,753	- 3.0%
Eastbound at Weston Interchange	2,074,369	2,125,945	- 2.4%
Westbound at Weston Interchange	2,174,815	2,238,869	- 2.9%
Entering at Sturbridge	1,812,622	1,867,966	- 3.0%
Eastbound at West Stockbridge	743,351	782,973	- 5.1%
Interstate	374,599	372,857	+ 0.5%
I91, Northbound at Longmeadow	64,868	66,013	- 1.7% (d)
I91, Southbound at Deerfield	29,370	29,591	- 0.7% (d)
I93, Southbound at Andover	94,233	91,703	+ 2.8% (d)
I95, Southbound at Georgetown	53,790	54,108	- 0.6% (d)
I95, Nouthbound at Attleboro	72,422	72,869	- 0.6% (d)
Il95, Eastbound at Seekonk	59,916	58,573	+ 2.3% (d)
Intrastate	2,733,869	2,778,835	- 1.6%
Route 2, at Concord	84,479	89,543	- 5.7% (d)
Bourne Bridge	73,664	67,755	+ 8.7% (d)
Sagamore Bridge	96,200	85,991	+ 11.9% (d)
Tobin Memorial Bridge	2,479,526	2,535,546	- 2.2%
FERRY (Sep-Nov)			
Steamship Authority	573,340	549,834	+ 4.3%
Martha's Vineyard	438,096	434,311	+ 0.9%
Nantucket	135,244	115,523	+ 17.1%

(d) Not including month of November.

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 The *Massachusetts Travel Barometer* samples attendance, traffic and lodging data from throughout the state. Barometer reports are compiled by the Massachusetts Office of Travel and Tourism for the spring/summer, fall and winter seasons. Sources include: Pannell Kerr Forster for lodging statistics; Massachusetts Turnpike Authority and Department of Public Works for auto traffic; Massachusetts Port Authority for Logan Airport traffic; and Steamship Authority for ferry traffic. For more information, contact Mark McDermott at the Mass. Office of Travel & Tourism, 617-727-3201 x212.

T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

Number 50, January, 1991

Special Edition: Spring/Summer Media Buy

SPIRIT'S SPRING/SUMMER ADS TARGET CORE MARKET The regional recession and MOTT's reduced advertising budget have resulted in strategic shifts in the Spirit of Massachusetts' spring/summer marketing program. Print ads will be targeted at those consumers with the most disposable income and the greatest propensity to travel to Massachusetts, television advertising will be concentrated in New England, and the direct mail program will be expanded.

Print and television ads will be directed at 25-54 year-olds with household incomes of \$40,000+, compared to last year's target of 25-64 year-olds with incomes of \$30,000+. Television ads will be concentrated in New England and Albany, N.Y., to avoid the high cost of reaching television viewers in New York and Philadelphia. And to capitalize on the high repeat rate of travel to the state (95%), the direct mail program will be directed at 228,000 consumers who responded to last year's advertisements, up from 100,000 in 1990. Of the 100,000 recipients, 32% responded.

The 1991 spring/summer campaign is budgeted at \$1.8 million, compared to last year's \$2.2 million program.

Print ads consist of two versions of last summer's Red, White and Blue ad: a full page, black-and-white ad with detachable 4-color postcard (utilized by 50% of 1990 respondents) and a full page, 4-color version. April issues of selected publications will run a full page, 4-color version of the 1989 spring ad. Ads will run in April, May, and June magazines. There will be a total of 48 print insertions in the 1991 ad campaign compared to 42 insertions in 1990. Based on the revised target audience, four new titles have been added to the print schedule; six have been dropped.

On television, the fast-paced Red, White, and Blue spot, introduced in the 1988 campaign, will run for a total of eight weeks from June through early August. The 30-second spot follows the print campaign in order to raise awareness of Massachusetts by travelers who make last-minute plans in mid-summer.

All print and tv ads are direct response and feature a toll-free phone number for ordering the *Spirit of Massachusetts Guidebook*. Print ads also include a coupon. Print ads will continue to promote the Spirit Express program, which for a fee, provides first class and overnight delivery of the guidebook.

The campaign was developed by the Office of Tourism and Hill, Holliday, MOTT's advertising agency. See back page for complete media schedule.

DANIEL S. GREGORY NAMED AS NEW SECRETARY OF ECONOMIC AFFAIRS In selecting his cabinet, Governor William Weld has named Daniel S. Gregory as the new secretary of economic affairs. Gregory who took office earlier this month, oversees the Commonwealth's economic development agencies including the Office of Travel and Tourism. A founder of Greylock Management Corporation, a Boston based venture capital organization, he is a major advocate of increasing Massachusetts' role in international trade. In his first week in office, Secretary Gregory approved the \$1.8 million Spirit of Massachusetts spring/summer advertising campaign.

1991 Spring/Summer Spirit of Massachusetts Campaign

<u>Print Advertising</u>	<u>Edition</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>
American Heritage	National	PC*.....	P		
Better Homes and Gardens	Regional	P	PC	P	
Colonial Homes	Regional		P		p**
Conde Nast Traveler	National	P	PC	P	
Country Living	Regional		PC	PC	
Ebony	Regional	P	P		
Gourmet	National	P	PC	P	
New Jersey Monthly	National	P	P		
New York Magazine	National	P 4/22 ...	PC 5/6 ...	P 6/3	
New York Times Magazine	National	P 4/7		P 6/2	
NYT Sophisticated Traveler	National		PC 5/19 ..		
New Yorker	National	PC 4/1 ...	P 5/6	P 6/3	
Newsweek	Regional	PC 4/8 ...	P 5/6	P 6/3	
Reader's Digest	Regional	PC	P		
Time	Regional	P 4/1	PC 5/13 ..	P 6/10 ...	
Travel & Leisure	National	PC	P#	P	
Travel Holiday	National	PC	P	P	
TV Guide	Regional	P 4/6		P 6/1	
Yankee	National	P	PC	P	
Yankee Travel Guide	National	PC.....			

Key

PC Full page, 4-color, with postcard
P Full page, 4-color

* Special travel issue
New England advertorial section
** Jul./Aug. issue

Television Advertising

Spot markets: Albany, Hartford, Providence, Bangor, Portland, and Burlington.
Schedule: Total of eight weeks from June through early August.

Direct Mail

Guidebook offer sent to 228,000 consumers week of March 18.

Note: This media schedule is subject to change. Check before planning tie-ins.

T.H.E.
MASSACHUSETTS
SPIRIT
MESSENGER

Number 51, February 1991
Special Edition

A FAREWELL LETTER FROM OUTGOING TOURISM DIRECTOR DEBORAH FIRST

Dear Colleagues:

I cannot take leave of the Office of Travel and Tourism without a few words to all of you.

Eight years ago the idea of marketing Massachusetts as a destination for domestic and foreign markets was just that - an idea. Today, with the incredible cooperation of all of you, it is a reality. I will not belabor the accomplishments - the tourism program and its economic impact say it all.

Despite severe budget cutbacks and a problematic economy, we have seen impressive growth. Our program has expanded, there has been a dramatic increase in public-private partnerships and most important, spending by travelers to Massachusetts has grown from \$6.3 billion in 1985 to \$8 billion in 1990.

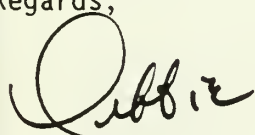
But that is yesterday's news. Today, tourism is a major initiative of the Weld-Celluci administration. Their commitment to increased funding is a very positive development for this industry.

And the funding couldn't come at a more significant time. A long-range strategic plan for tourism, developed by Harvard University, with the active involvement of the public and private sectors, will provide the framework to make Massachusetts a national model for tourism growth and economic development.

In the next few weeks I will work with Sarah Graham Mann to insure a smooth transition and a strong future for this vital industry.

In closing, I thank you all for your constant input and support. You have helped me show how well government can work. I am leaving a lot taller than when I began!

Regards,



Deborah S. First

[2]

SALES MISSIONS UPDATE

The next few months will be extremely busy for the Massachusetts Office of Tourism, the Greater Boston Convention & Visitors Bureau and Massport, as well as many representatives from the Bay State's private sector as they hit the road for a series of domestic and international sales missions. Below is a complete list of upcoming events.

LONDON The Boston/New England Tourist Board-sponsored London sales mission, originally scheduled for February 25 - March 1, has been postponed due to the war in the Persian Gulf. The mission has been tentatively rescheduled for June 17-21. For information and to sign up, contact Sue Pappetti at the Greater Boston Convention and Visitors Bureau, 617-536-4100, ext. 226.

LOS ANGELES AND NEW YORK For the third consecutive year, Massachusetts delegations will call upon Los Angeles and New York-based Japanese tour operators. The Los Angeles mission takes place March 11-15 with a table-top reception on March 12. The New York sales mission runs from March 25-29 with two back-to-back receptions. On March 27, there will be a reception for Japanese tour operators followed, the next evening, by a reception for European tour operators and other international receptive operators. Space is going quickly on both missions, so sign up now. Contact: Jan Furutani, Office of Tourism, 617-727-3201, ext. 231.

JAPAN A Massachusetts delegation will travel to Tokyo and Osaka for the third annual sales mission, April 14-24. Participants will have the opportunity to make sales call and to meet with tour operators at receptions in both cities. For information and to sign up, contact: Jan Furutani, Office of Tourism, 617-727-3201, ext. 231.

CANADA New on the schedule this year is the Canadian sales mission, April 16-19. The mission is co-sponsored by the Office of Tourism and New England USA, and consists of sales calls and receptions in Montreal and Toronto. The mission is sold out with 25 businesses signed up for each reception. Brochure distribution is still available. For information contact: Mary Hayes, Office of Tourism, 617-727-3201, ext. 245.

GERMANY For the first time, the Boston/New England Tourist Board is sponsoring a sales mission in Germany, April 22-26. There will be a table-top reception in Munich and sales calls in both Munich and Frankfurt. For information, contact: Dan Montague, Massport, 617-561-1614.

FYI ** According to a recent informal survey conducted by the Massachusetts Office of Tourism, the state's FY 91 tourism budget now ranks 30th nationally, dropping from the 18th position in FY 90.

T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

Number 53, April 1991

Special Edition: Winter 1991 Travel Barometer

MILD WINTER KEEPS PEOPLE OUTDOORS... BUT NOT ON THE SKI SLOPES!

The mild winter contributed to erratic attendance at many of the sights surveyed in the Winter Barometer. Ski resorts and museums & attractions showed sharp drops of 15% and 11%, respectively, while state and national beaches showed a 38% increase. Much of the increased attendance at the state beaches was attributed to an archeological find on Eastham's Coast Guard Beach (part of the Cape Cod National Seashore) in addition to the jump in the number of visitors at Horseneck Beach and Crane Reservation.

Hotel occupancy rates continued to decline with February showing the largest drop (- 6.7%).

Interstate highway traffic increased 4.4% with most of the increase coming from New Hampshire and Maine. Turnpike traffic declined 3.4%.

Logan Airport traffic fell 7.3% with international traffic suffering a 12.4 decrease and domestic traffic falling 6.5%.

MASSACHUSETTS TRAVEL BAROMETER, WINTER 1991

	WINTER 91	WINTER 90	% +/-
ATTENDANCE SUMMARY (Dec-Mar)	2,919,665	3,052,515	-4.4%
Museums & Attractions	1,472,661	1,656,038	-11.1%
State & Nat'l Beaches	494,528	356,670	+ 38.7%
State & Nat'l Parks	155,730	165,959	-6.2%
Ski Areas	588,974	694,597	-15.2%
Information Centers	207,772	179,251	+ 15.9%

LODGING	Statewide			Boston		
	Curr	Prev	% +/-	Curr	Prev	% +/-
Occupancy Rates						
December	44.2%	45.5%	-1.3%	49.0%	49.5%	-0.5%
January	42.7%	46.0%	-3.3%	45.9%	48.0%	-2.1%
February	51.5%	58.2%	-6.7%	54.8%	63.1%	-8.3%
Avg Daily Room Rate						
December	\$94.12	\$94.25	-0.1%	\$104.98	\$104.97	0.0%
January	\$91.93	\$95.50	-3.7%	\$102.54	\$107.54	-4.6%
February	\$94.38	\$96.93	-2.6%	\$106.46	\$108.27	-1.7%

[2]

	WINTER 91	WINTER 90	% +/-	
MUSEUMS AND ATTRACTIONS (Dec-Mar)	1,472,661	1,656,038	-11.1%	
<i>Greater Boston</i>				
Adams National Historic Site	--- closed for the season ---			
Boston Tea Party Ship & Museum	892	880	+ 1.4%	(a)
Bunker Hill Pavillion	--- closed for the season ---			
Children's Museum	103,171	103,618	- 0.4%	
Computer Museum	----- no data available -----			
Franklin Park Zoo	11,850	12,178	- 2.7%	
Harvard University Art Museums	43,746	54,313	- 19.5%	
Isabella Stewart Gardner Museum	25,455	26,784	- 5.0%	
John F. Kennedy Library & Museum	25,534	20,835	+ 22.6%	
John Hancock Observatory	36,775	39,689	- 7.3%	
MIT Museum	57,050	53,398	+ 6.8%	
Museum of Fine Arts	165,853	346,673	- 52.2%	(b)
Museum of Our National Heritage	16,412	9,991	+ 64.3%	(c)
Museum of Science	392,246	385,092	+ 1.9%	
Museum of Transportation	486	2,044	- 76.2%	(d)
New England Aquarium	222,169	211,695	+ 4.9%	
Old State House	0	1,977	-100.0%	(e)
Paul Revere House	12,702	11,300	+ 12.4%	
Stone Zoo	0	12,467	-100.0%	(f)
USS Constitution	64,174	49,088	+ 30.7%	
USS Constitution Museum	7,326	7,207	+ 1.7%	
<i>North of Boston</i>				
Hammond Castle Museum	5,184	5,227	- 0.8%	
House of Seven Gables	9,490	8,343	+ 13.7%	
Museum of American Textile History	2,175	1,308	+ 66.3%	
New England Quilt Museum	----- no data available -----			
Peabody Museum	14,051	13,554	+ 3.7%	
Salem Maritime Nat'l Historic Site	54,962	42,346	+ 29.8%	
<i>Worcester</i>				
Fruitlands Museums	--- closed for the season ---			
Higgins Armory Museum	10,520	11,221	-6.2%	
Mechanics Hall	----- no data available -----			
New England Science Center	----- no data available -----			
Old Sturbridge Village	32,584	31,732	+ 2.7%	
Whalom Park	--- closed for the season ---			
<i>Pioneer Valley</i>				
Basketball Hall of Fame	21,058	21,873	-3.7%	
Historic Deerfield	2,279	2,457	-7.2%	
Holyoke Children's Museum	14,962	16,003	-6.5%	
Riverside Park	--- closed for the season ---			
George Walter Smith Art Museum	8,554	13,475	-36.5%	
Springfield Museum of Fine Arts	10,572	10,844	-2.5%	
Springfield Science Museum	30,143	59,954	-49.7%	
The Big E	--- closed for the season ---			
<i>Berkshires</i>				
Berkshire Museum	9,046	12,934	-30.1%	
Clark Art Institute	16,426	16,507	-0.5%	
Hancock Shaker Village	--- closed for the season ---			
Norman Rockwell Museum	17,960	15,032	+ 19.5%	
Tanglewood Music Festival	--- closed for the season ---			

	WINTER 91	WINTER 90	% +/-
MUSEUMS AND ATTRACTIONS (cont)			
<i>Plymouth</i>			
Edaville Railroad	--- closed for the season ---		
Plimoth Plantation	--- closed for the season ---		
Mayflower II	--- closed for the season ---		
<i>Cape Cod</i>			
Cape Cod Museum of Natural History	6,271	6,438	-2.6% (g)
Cape Cod Scenic Railroad	--- closed for the season ---		
Heritage Plantation	--- closed for the season ---		
Pilgrim Monument & Museum	3,915	3,381	+ 15.8%
Sandwich Glass Museum	2,131	1,977	+ 7.8%
<i>Bristol County</i>			
Battleship Cove	6,902	4,500	+ 53.4%
Great Woods Performing Arts Center	--- closed for the season ---		
New Bedford Whaling Museum	7,635	7,703	-0.9%
BEACHES (Dec-Mar)	494,528	356,670	+ 38.7%
Cape Cod National Seashore	445,883	312,488	+ 42.7%
Crane Memorial Reservation	9,145	5,936	+ 54.1%
Horseneck Beach State Reservation	25,279	17,036	+ 48.4%
Salisbury Beach State Reservation	14,221	21,210	-33.0%
PARKS (Dec-Mar)	155,730	165,959	-6.2%
Fall River Heritage State Park	11,051	6,537	+ 69.1% (g)
Georges Island	--- closed for the season ---		
Lowell National Historical Park	52,555	39,570	+ 32.8%
Minuteman National Historical Park	77,998	103,780	-24.8%
Nickerson State Park	6,897	5,956	+ 15.8%
Parker State Forest	4,697	6,915	-32.1% (h)
Standish State Forest	2,532	3,201	-20.9%
INFORMATION CENTERS (Dec-Mar)	207,772	179,251	+ 15.9%
Boston National Historical Park Vis	49,236	26,781	+ 83.8%
Boston Common Information Booth	33,000	47,083	-29.9%
Charlton-East Information Center	29,298	17,858	+ 64.1%
Charlton-West Information Center	9,962	10,548	-5.6%
Lee Information Center	10,614	11,475	-7.5%
Mansfield Information Center	27,773	26,537	+ 4.7%
Natick Information Center	4,974	4,680	+ 6.3%
Plymouth Information Center	42,915	34,289	+ 25.2%
SKI AREAS (Dec-Mar)	588,974	694,597	-15.2%
Wachusett Mountain (84/90)*	214,625	261,827	-18.0%
Mt. Tom	92,000	112,000	-17.9%
Jiminy Peak Ski Resort (84/90)*	147,004	160,410	-8.4%
Brodie Mountain Ski Resort (87/90)*	135,000	160,000	-15.6%

* - (# of days open for skiing in Winter 91/Winter 90)

(a) Closed: Jan & Feb 91 for renovations
 (b) Feb 90: Monet Exhibit
 (c) Feb 91: New Exhibit; "Confectioner's Art"
 (d) Closed: Jan & Feb 1991
 (e) Closed: Jan/Feb 90 & since Aug 90 for renovations

(f) Closed: since Fall 90
 (g) Closed: first 2 weeks in Jan.
 (h) Open 7 days/wk in Jan/Feb 90, only 5 days/wk in Jan/Feb 91
 (k) December Only

[4]

	WINTER 91	WINTER 90	% +/-
AIR (Dec-Mar)	4,514,658	4,869,384	-7.3%
Logan Airport	4,471,072	4,822,162	-7.3%
Domestic - Inbound & Outbound	3,906,539	4,177,492	-6.5%
International - Inbound & Outbound	564,533	644,670	-12.4%
Regional Airports	43,588	47,222	- 7.7%
Barnstable Airport - Inbound	14,736	16,744	-12.0%
Barnstable Airport - Outbound	14,308	15,932	-10.2%
Nantucket Airport - Inbound	14,544	14,546	0.0%
HIGHWAY (Dec-Mar)	16,552,233	16,947,140	-2.3%
Massachusetts Turnpike	5,613,271	5,809,704	-3.4%
Eastbound at Weston	1,817,252	1,874,947	-3.1%
Westbound at Weston	1,893,921	1,967,603	-3.7%
Entering at Sturbridge	1,394,085	1,434,473	-2.8%
Eastbound at West Stockbridge	508,013	532,681	-4.6%
Interstate	5,241,666	5,218,771	+4.4%
I91, Northbound at Longmeadow	930,434	970,176	-4.1% (k)
I91, Southbound at Deerfield	378,975	404,116	-6.2% (k)
I95, Northbound at Attleboro	1,026,813	1,031,277	-0.4% (k)
I95, Southbound at Georgetown	697,345	673,537	+3.5% (k)
I93, Southbound at Andover	1,368,278	1,314,724	+4.1% (k)
I195, Eastbound at Seekonk	839,821	824,941	+1.8% (k)
Intrastate	5,797,296	5,918,665	-2.0%
Route 2, at Concord	1,240,713	1,255,469	-1.2% (k)
Bourne Bridge	813,161	806,434	+0.8% (k)
Sagamore Bridge	1,105,956	1,221,090	-9.4% (k)
Tobin Memorial Bridge	2,637,466	2,635,672	+0.1%
RAIL (Dec-Mar)	2,230	2,156	+ 3.4%
Amtrak			
Cape Cod Rail Service	--- closed for the season ---		
MBTA			
MBTA Passport Program	2,230	2,156	+ 3.4%
FERRY (Dec-Mar)	222,829	230,959	-3.5%
Steamship Authority			
Martha's Vineyard	176,210	184,322	-4.4%
Nantucket	46,619	46,637	0.0%

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The Massachusetts Travel Barometer samples attendance, traffic and lodging data from throughout the state. Barometer reports are compiled by the Massachusetts Office of Travel and Tourism for the spring/summer, fall and winter seasons. Sources include: Laventhol and Horwath for lodging statistics; Massachusetts Turnpike Authority and Department of Public Works for auto traffic; Massachusetts Port Authority for Logan Airport traffic; and Steamship Authority for ferry traffic. For more information, contact Mark McDermott at the Mass. Office of Travel & Tourism, 617-727-3201 x212.

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T·H·E
MASSACHUSETTS
SPIRIT
MESSENGER

NUMBER 54
AUGUST 1991

New Tourism Fund could solve MOTT's budget blues

The FY 92 budget recently signed into law by Governor Weld included passage of the Massachusetts Tourism Fund and a \$3.1 million budget for MOTT. Thirty-five percent of the state rooms tax is now being deposited into the fund. Once appropriated, the funds would be distributed among the Office of Travel and Tourism (40%), the Massachusetts Convention Center Authority (38%), the 13 regional tourism councils (19%), and the Massachusetts International Trade Council (3%). However, in order for all the organizations to receive the funds, a legislative appropriation is needed.

In the FY 92 MOTT budget, down 31% from FY 91, the line item providing matching grants to the regional tourism councils was eliminated. To ease the financial burden to the councils, MOTT is issuing emergency grants to help them meet immediate commitments. In the short term, the Office of Tourism is focusing on curtailing costs and streamlining programs without making deep cuts. The long-term outlook is more positive with a strong chance of the appropriation from the tourism fund being approved by the legislature in the fall.

As directed by the legislature, the Office of Tourism is also working with the Executive Office of Economic Affairs to develop a business plan to establish a not-for-profit corporation. The new organization would assume responsibility for many of the domestic and the international marketing programs.

■ DOMESTIC

Houston, Effler

named new ad agency

Boston-based Houston, Effler & Partners is MOTT's new advertising agency. The agency will be responsible for all of MOTT's U.S. consumer advertising campaigns. Houston Effler was selected after a two-month review process by a panel, co-chaired by Secretary of Economic Affairs Daniel S. Gregory and Tourism Director Sarah Mann. In choosing Houston Effler, the panel noted their proven experience with

cooperative advertising campaigns developed for many of their retail clients. Houston has already begun to explore the possibility of finding corporate sponsors and developing public-private partnerships to support next year's advertising campaigns. Houston's other clients include BayBank, Lechmere, Child World, Purity Supreme and Ground Round restaurants.

Private sector boosts ad buy

Massachusetts' summer television advertising campaign, promoting

the Commonwealth as an ideal summer and fall vacation destination, hit the air in June. The "Red, White, and Blue" tv spots featured in last summer's campaign were updated with a message from Governor Weld

ACTION CHECKLIST

Op Sail Opportunity/2
International marketing plan/3
Fall fam tour registration/4
Talking buttons/4
Calendar Deadline/4

and ran in Washington, D.C., and New York metro markets.

The TV campaign was part of a new public-private partnership, Vacation Massachusetts, developed by the Governor's Advisory Council on Travel and Tourism and the Massachusetts Hotel/Motel Association. MOTT contributed \$300,000 for the media buy which was leveraged with industry donations of hotel rooms, restaurant meals, and museum and attraction tickets.

In addition to the 30-second spot, participating television stations ran a 10-second spot promoting a Massachusetts getaway contest. Jack O'Neill, executive director of the Springfield Convention & Visitors Bureau, negotiated the media buy and coordinated the contest. The industry support and the added value of the 10-second spot bring the total value of the media buy to \$570,000.

Bay State bids for US Governors

Governor William Weld has submitted a bid for the 1993 National Governors' Association Annual Meeting, August 8-11, 1993. This conference brings together governors and their families and staff from the 50 states. It is expected to fill 1,400 hotel rooms. A final decision from the NGA Executive Committee is expected in September, 1991.

Culture & tourism join forces

In a continuing effort to strengthen the relationship between culture and tourism, and

STATS

State Hotel Occupancy Tax Collections by County — FY90

Barnstable	\$6.9m
Berkshire	\$1.3m
Bristol	\$1.4m
Dukes	\$0.7m
Essex	\$3.5m
Franklin	\$0.3m
Hampden	\$2.1m
Hampshire	\$0.5m
Middlesex	\$12.0m
Nantucket	\$0.8m
Norfolk	\$3.0m
Plymouth	\$1.0m
Suffolk	\$20.1m
Worcester	\$3.1m
Total	\$56.6m

SOURCE: MASSACHUSETTS
DEPARTMENT OF REVENUE

in light of recent funding cuts for the Massachusetts Cultural Council, the Office of Tourism has formed the Massachusetts Cultural Tourism Committee. Co-chaired by Crawford Lincoln, president of Old Sturbridge Village, and Sarah Mann, director of MOTT, the committee consists of representatives from the private and public sectors including museums, attractions, the performing arts, and the hospitality industry.

The committee met for the first time in early August and will continue to meet several times throughout the year. Over the course of the next few months, it will look at the role of state government in promoting cultural

institutions, how the cultural community promotes itself, and how the state's hotels and restaurants work with and support culture.

Quincy vies for USS Lexington

Governor William Weld has joined forces with Quincy Mayor James Sheets to bring the USS *Lexington* home to Quincy. The carrier was built in the city's Fore River Shipyard and is scheduled to be decommissioned this year. Tourism directors throughout New England, state and local officials, and Quincy residents have all backed the city's bid for the *Lexington*. Once in port, she would be converted into a shipbuilding museum.

Op Sail '92 Opportunity

The Tall Ships will be coming to Boston, July 11-16, 1992, to commemorate the anniversary of the discovery of the Americas. Some of the ships will complete the Regatta by returning to Liverpool; others will tour ports along the East Coast. Boston is the final stop, giving Massachusetts coastal towns an excellent chance to host the visiting ships. Interested ports should submit proposals to Sail Boston. Please include amenities and activities which will be offered to the ships. Mail proposals to: Sail Boston 1992, Inc., 250 Summer Street, Boston, MA 02210. 617-330-1992.

H.M.S. Rose drops anchor in Boston

The H.M.S. *Rose*, the largest operational wooden Tall Ship in the world, will make a two-week port call in Boston beginning August 30. The vessel is on a 24-city tour in honor of the 200th anniversary of the ratification of the Bill of Rights. One of 12 copies of the Bill of Rights still known to exist will be on board the ship. The H.M.S. *Rose* will be docked at Rows Wharf and will be open for tours daily, 9:00am-4:00pm.

Cultural hotline

Great Dates in The Bay State, MOTT's toll-free events line, is up and running. By calling 1-800-227-MASS, ext. 425, travellers hear information about six events, including a brief description, location, and telephone number. The toll-free number can be accessed by callers in the northeast U.S. and eastern Canada. Great Dates is updated every two weeks. To include an event, contact Michele Ellicks, 617-727-3201, x222.

Haverhill forms tourism group

Recognizing the economic benefits of tourism, Haverhill Mayor Theodore A. Pelosi has initiated the city's first-ever tourism campaign. A newly-formed tourism group has produced literature, and it will be promoting recreational activities on the Merrimack River and historic points of interest such as the John Greenleaf Whittier birthplace and the old shoe district.

Whales & watchers gather off shore

Whale watch cruises heading out from Massachusetts ports have been packed with Bay Staters, out-of-state visitors and international tourists this summer. Local whale watch companies report that great weather and good sea conditions have combined for some outstanding trips. A renewed interest in preserving the whales and their environment has also boosted ticket sales. One whale watch operator reported sighting thirty-five whales on a single outing. The whale watch season continues through mid-October.

■ WORLD CUP '94

Soccer fans boost bid

A record-breaking 51,273 people attended the international soccer match between Ireland and the United States at Foxboro Stadium on June 1. The success of the match is a tremendous boost to Boston Soccer's bid effort to host World Cup games in 1994, which would generate an economic impact of more than \$97 million dollars. A final decision is expected by December.

■ INTERNATIONAL

Task force launches 1991-92 program

A new plan to promote Massachusetts in international markets was launched in early August. The 1991-92 plan was developed by a task force consisting of previous salesmission and trade show participants, MOTT, Massport,

and the Greater Boston Convention & Visitors Bureau. The program, "Boston and Massachusetts, the Gateway to New England," was presented at an open meeting and discussion at the JFK Library and Museum. The program lists all sales missions and trade shows; includes information on participation fees and travel expenses; and includes an intention form. The form must be completed and returned by August 23. For a program and form, contact the international marketing department, MOTT, 617-727-3201, ext. 232.

Virgin kicks off new service....

Virgin Atlantic Airways launched their new, daily, non-stop service between London and Boston in May with a two-day celebration in Boston, followed by additional festivities in London. The new service was promoted on the air through TV and radio ads, and in the air with the Virgin airship. Virgin spent an estimated \$3 million on promotion in Massachusetts.

... and sponsors UK sales mission

In addition to a \$1.5 million advertising campaign in Great Britain to promote the new route, Virgin Atlantic also sponsored this year's UK sales mission, June 17-22, in London. Representatives from Massachusetts and New England hotels, resorts, attractions, and destination management companies, along with MOTT, the Greater Boston CVB, and

New England USA, called on many of Virgin's major clients. The delegation also hosted a table-top reception attended by nearly 100 tour operators and corporate and incentive travel houses.

Mercury & NW wing travel news to UK

Northwest Airlines, which also has daily, non-stop service between London and Boston, took to the airwaves earlier this summer to promote Massachusetts. The carrier teamed up with Sussex-based Radio Mercury to do a live, four-day broadcast from WRKO's studios in Boston back to England. The Greater Boston CVB, the Plymouth County Development Council and the North of Boston CVB provided additional support. The Radio Mercury staff visited Boston, Plymouth, Salem, Rockport, and Newburyport; interviewed Pilgrims and witches; and went on a whale watch.

■ GROUP TOUR

Don't let this tour leaf you behind!

There is still room left on the "Explore Autumn's Many Colors" fam tour for group tour operators. The September 11-15, 1991, tour includes trolley tours, museums, popular attractions, and a business exchange marketplace in Boston, Worcester County, and the Pioneer Valley. The cost is \$99 per tour operator. The deadline to register for the autumn tour is August 17. To reserve your seat, call Eileen Donnellan at the Greater

Springfield Convention & Visitors Bureau, 413-787-1548.

■ TRAVEL PEOPLE

Arrivals . . .

Congratulations to: **Mark McDermott**, vice president/business development, The Best of Boston Ltd., formerly of the Greater Boston CVB; **Sayed M. Saleh**, president, New England International Marketing, Inc., and interim director for the Hotel Associations, formerly of the Colonnade Hotel; **Peter Van Kleeck**, director of hotel operations, Nelsons Operations, formerly of Saunders Hotels; **Michelle Hatem Meehan**, director of marketing for Old Sturbridge Village, formerly of the Northern Middlesex Convention and Visitors Bureau; **Dan Little**, general manager, the Colonnade Hotel, formerly of the Royal Sonesta Hotel; **Wayne McCary**, president, the Eastern States Exposition.

. . . & Departures

Farewell and thanks to: **Ed McCann**, president, Massachusetts Hotel/Motel Association; and **Gary McGiboney**, director of marketing, Royal Sonesta Hotel.

■ FYI

On the move New England USA (NEUSA) has moved their offices to 529 Main Street, P.O. Box 36, Boston 02129. Tel. 617-241-5441. Fax: 617-241-5558.

::

Pro Tem Pending appointment of a new director, Kevin Coughlin, president and CEO of the Chambers of Commerce and

Industry, Northern Middlesex, is assuming management responsibilities for the Northern Middlesex CVB.

Info: 508-937-9300.

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Releases please MOTT always welcomes news of events, programs, and new developments. Please send all releases to Ashley McCown at MOTT.

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Button up If imitation is the sincerest form of flattery, then the Plymouth Development and Industrial Commission should feel flattered. Their "I Gladly Talk to Tourists" buttons proved to be such a hit, that the Office of Tourism has printed a similar version for the entire state. Buttons are available, in small supplies, to those who will "Gladly Talk to Tourists." Contact Steve Walsh at 617-727-3201, ext. 239.

::

New name, same place On August 1, the Lowell Hilton became the Sheraton Inn, Lowell, 50 Warren Street, Lowell, MA 01852.

■ DEADLINE!

August 19 1991/92 Winter Calendar of Events (December-March) Contact Kim Thompson, MOTT publications editor, at 617-727-3201 x 221.

■ NO. 54

Editor, Ashley McCown; associate editor, Erin Martin.

THE MASSACHUSETTS SPIRIT MESSENGER

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Number 55, September 1991

Special Edition: Spring/Summer 1991 Travel Barometer

BAY STATE EXPERIENCES SLUGGISH SPRING/SUMMER SEASON; NORTHEAST LAGS BEHIND U.S. IN ECONOMIC RECOVERY

The weak economy continued to affect travel activity in Massachusetts this spring and summer, marked by a 7.1% drop in total attendance and cautious consumer spending. Although an economic rebound is underway in other parts of the U.S., the Northeast is expected to lag behind in the recovery.

Attendance at museums, attractions, parks and beaches all showed significant declines. Information centers bucked the downward trend and showed a 12.5% increase in attendance.

Hotel occupancy rates fell significantly from last year. March and July fared the worst with drops of 12% and 11% statewide and 14% and 16% in the Greater Boston area. The drop in Greater Boston's occupancy in July is largely attributable to a large number of convention bookings in July 1990.

A trend towards fewer trips to long-haul U.S. and European destinations, as anticipated by national tourism officials, was reflected in the 7.6% drop in air traffic at Logan Airport. Highway traffic was only slightly off from last year's counts.

Southeastern Massachusetts, particularly Cape Cod, was most severely affected by Hurricane Bob, with some properties remaining closed for up to ten days due to power outages and storm damage. The loss of business is reflected in the air, ferry and attraction counts for those areas.

MASSACHUSETTS TRAVEL BAROMETER, SPRING/SUMMER 1991

	SPG/SUM 91	SPG/SUM 90	% +/-
ATTENDANCE SUMMARY (Mar-Aug)	15,174,430	16,325,383	-7.1%
Museums & Attractions	7,462,010	8,030,690	-7.1%
State & Nat'l Beaches	5,136,294	5,591,639	-8.1%
State & Nat'l Parks	1,500,175	1,746,603	-14.1%
Information Centers	1,075,951	956,451	+ 12.5%

LODGING

Statewide

Curr Prev % +/-

Occupancy Rates

	Curr	Prev	% +/-	Curr	Prev	% +/-
March	56.0%	63.8%	-12.3%	61.3%	71.2%	-13.9%
April	65.6%	67.9%	- 3.4%	74.5%	78.7%	- 5.4%
May	70.8%	72.2%	- 2.0%	78.1%	79.5%	- 1.8%
June	74.9%	74.3%	0.8%	82.4%	81.6%	1.0%
July	68.3%	76.8%	-11.1%	72.3%	85.9%	-15.9%
August	76.7%	77.0%	- 0.3%	78.3%	79.3%	- 4.9%

Avg Daily Room Rate

	Curr	Prev	% +/-	Curr	Prev	% +/-
March	\$96.56	\$100.12	- 3.6%	\$102.86	\$106.16	- 3.1%
April	\$102.53	\$103.14	- 0.6%	\$111.53	\$111.33	0.2%
May	\$106.31	\$110.30	- 3.6%	\$117.18	\$121.74	- 3.8%
June	\$104.26	\$105.62	- 1.3%	\$113.36	\$114.45	- 0.9%
July	\$95.37	\$105.30	- 9.4%	\$100.19	\$112.14	-10.6%
August	\$97.98	\$103.08	- 4.9%	\$103.51	\$109.04	- 5.1%

[2]

	SPG/SUM 91	SPG/SUM 90	% +/-
MUSEUMS AND ATTRACTIONS (Mar-Aug)	7,462,010	8,030,690	-7.1%
<i>Greater Boston</i>			
Adams National Historic Site	19,230	18,089	+ 6.3%
Boston Tea Party Ship & Museum	85,866	72,295	+ 18.8%
Bunker Hill Pavillion	54,074	54,946	-1.6%
Children's Museum	283,351	294,308	-3.7%
Computer Museum	72,817	79,105	-7.9%
Franklin Park Zoo	131,699	116,907	+ 12.7%
Harvard University Art Museums	90,494	98,110	-7.8%
Isabella Stewart Gardner Museum	70,889	78,846	-10.1%
John F. Kennedy Library & Museum	145,872	142,571	+ 2.3%
John Hancock Observatory	200,532	202,670	-1.1%
MIT Museum	123,750	127,000	-2.6%
Museum of Fine Arts	435,893	761,647	-42.8% (a)
Museum of Our National Heritage	36,834	28,184	+ 30.7%
Museum of Science	837,147	888,004	-5.7%
Museum of Transportation	12,735	8,935	+ 42.5%
New England Aquarium	788,707	827,722	-4.7%
Old State House	0	48,870	100.0% (b)
Paul Revere House	135,035	129,818	+ 4.0%
USS Constitution	610,937	685,565	-10.9%
USS Constitution Museum	46,251	45,118	+ 2.5%
<i>North of Boston</i>			
Hammond Castle Museum	34,057	37,817	-9.9%
House of Seven Gables	93,853	89,930	+ 4.4%
Museum of American Textile History	16,258	14,984	+ 8.5%
New England Quilt Museum	5,780	8,080	-28.5% (g)
Peabody Museum	44,432	50,284	-11.6%
Salem Maritime Nat'l Historic Site	470,795	393,042	+ 19.8%
<i>Worcester</i>			
Fruitlands Museums	8,977	7,485	+ 19.9%
Higgins Armory Museum	27,261	28,812	-5.4%
New England Science Center	79,706	87,161	-8.6%
Old Sturbridge Village	288,436	299,032	-3.5%
Whalom Park	189,400	164,700	+ 15.0%
<i>Pioneer Valley</i>			
Basketball Hall of Fame	98,553	83,517	+ 18.0%
Historic Deerfield	13,842	17,451	-20.7%
Holyoke Children's Museum	29,926	32,255	-7.2%
Riverside Park	816,800	717,500	+ 13.8%
George Walter Smith Art Museum	25,976	21,123	+ 23.0%
Springfield Museum of Fine Arts	22,627	19,051	+ 18.8%
Springfield Science Museum	65,135	130,142	-50.0% (c)
The Big E	--- September Only ---		
<i>Berkshires</i>			
Berkshire Museum	35,769	45,934	-22.1%
Clark Art Institute	89,111	84,966	+ 4.9%
Hancock Shaker Village	46,224	43,113	+ 7.2%
Norman Rockwell Museum	85,309	82,316	+ 3.6%
Tanglewood Music Festival	--- no data available ---		

	SPG/SUM 91	SPG/SUM 90	% +/-
MUSEUMS AND ATTRACTIONS (cont)			
<i>Plymouth</i>			
Edaville Railroad	35,270	41,832	-15.7%
Plimoth Plantation/Mayflower II	234,161	248,075	-5.6% (d)
<i>Bristol County</i>			
Battleship Cove	65,412	73,185	-10.6%
Great Woods Performing Arts Center	--- no data available ---		---
New Bedford Whaling Museum	33,552	33,017	+ 1.6%
<i>Cape Cod</i>			
Cape Cod Museum of Natural History	33,863	34,347	-1.4%
Cape Cod Scenic Railroad	27,560	26,725	+ 3.1%
Heritage Plantation	67,162	68,924	-2.6% (e)
Pilgrim Monument & Museum	94,766	81,423	+ 16.4%
Sandwich Glass Museum	29,735	29,900	-0.6% (e)
BEACHES (Mar-Aug)			
Cape Cod National Seashore	5,136,294	5,591,639	-8.1%
Crane Memorial Reservation	3,627,770	3,654,474	-0.7%
Horseneck Beach State Reservation	190,172	144,846	+ 31.3%
Salisbury Beach State Reservation	467,462	293,789	+ 59.1%
	850,890	1,498,530	-43.2% (f)
PARKS (Mar-Aug)			
Georges Island	1,500,175	1,746,603	-14.1%
Fall River Heritage State Park	49,503	48,500	+ 2.1%
Nickerson State Park	247,378	331,974	-25.5%
Harold Parker State Forest	148,686	186,516	-20.3%
Myles Standish State Forest	42,422	62,784	-32.4% (f)
Lowell National Historical Park	25,476	28,732	-11.3% (f)
Minuteman National Historical Park	539,933	540,781	-0.2%
	446,777	547,316	-18.4%
INFORMATION CENTERS (Mar-Aug)			
Boston Nat'l Hst. Park Visitor Center	1,075,951	956,451	+ 12.5%
Boston Common Information Booth	221,917	145,584	+ 52.4%
Charlton-East Information Center	166,685	171,482	-2.8%
Charlton-West Information Center	147,759	148,405	-0.4%
Lee Information Center	47,747	45,799	+ 4.3%
Mansfield Information Center	59,429	50,343	+ 18.0%
Natick Information Center	102,735	106,032	-3.1%
Plymouth Information Center	33,443	29,587	+ 13.0%
	296,236	259,219	+ 14.3%

(a) Museum of Fine Arts: Monet Exhibit in March & April 1990

(b) Old State House: Closed for renovations, March 1990 & all of 1991

(c) Springfield Science Museum: Dinosaurs Alive Exhibit in March & April 1990

(d) *Mayflower II* attendance now included with Plimoth Plantation

(e) August 1991 attendance affected by Hurricane Bob

(f) Attendance decline attributed to budget cuts

(g) Does not include August

(h) Does not include July & August

MASSACHUSETTS SPIRIT MESSENGER

[4]

	SPG/SUM 91	SPG/SUM 90	% +/-
AIR (Mar-Aug)	9,514,770	10,295,115	-7.6%
Logan Airport	9,310,724	10,082,518	-7.7%
Domestic - Inbound & Outbound	7,939,404	8,548,684	-7.1% (g)
International - Inbound & Outbound	1,371,320	1,533,834	-10.6% (g)
Regional Airports	204,046	212,597	-4.0%
Barnstable Airport - Inbound	63,732	68,805	-7.4%
Barnstable Airport - Outbound	61,568	66,226	-7.0%
Nantucket Airport - Outbound	78,746	77,566	+ 1.5%
HIGHWAY (Mar-Aug)	84,681,531	86,527,522	-2.1%
Massachusetts Turnpike	13,876,869	14,123,794	-1.7%
Eastbound at Weston	4,044,363	4,212,008	-4.0%
Westbound at Weston	4,330,574	4,385,506	-1.3%
Entering at Sturbridge	3,862,287	3,851,939	+ 0.3%
Eastbound at West Stockbridge	1,639,645	1,674,341	-2.1%
Interstate	34,185,065	34,908,419	-2.1%
I91, Northbound at Longmeadow	5,905,693	5,945,149	-0.7%
I91, Southbound at Deerfield	2,448,728	2,503,477	-2.2%
I93, Southbound at Andover	8,440,197	8,983,286	-6.0%
I95, Southbound at Georgetown	5,300,508	5,073,195	+ 4.5%
I95, Nouthbound at Attleboro	6,349,642	6,710,593	-5.4%
I195, Eastbound at Seekonk	5,740,297	5,692,719	+ 0.8%
Intrastate	36,619,597	37,495,309	-2.3%
Route 2, at Concord	6,436,588	6,662,517	-3.4% (g)
Route 2, at Orange	1,758,292	1,755,739	+ 0.1%
Route 2, at Lancaster	6,128,551	6,181,356	-0.9% (g)
Bourne Bridge	6,952,853	7,297,186	-4.7%
Sagamore Bridge	9,465,008	9,766,662	-3.1%
Tobin Memorial Bridge	5,878,305	5,831,849	+ 0.8%
RAIL (Mar-Aug)	292,585	280,426	+ 4.3%
Amtrak			
Cape Cod Rail Service	1,167	1,377	-15.3% (g)
Boston Rail Service	291,418	279,049	+ 4.4% (h)
FERRY (Mar-Aug)	1,419,417	1,404,564	+ 1.1%
Steamship Authority			
Martha's Vineyard	1,104,649	1,096,443	+ 0.7%
Nantucket	314,768	308,121	+ 2.2%

The Massachusetts Travel Barometer samples attendance, traffic and lodging data from throughout the state. Barometer reports are compiled by the Massachusetts Office of Travel and Tourism for the spring/summer, fall and winter seasons. Sources include: Pannell Kerr Forster for lodging statistics; Massachusetts Turnpike Authority and Department of Public Works for auto traffic; Massachusetts Port Authority for Logan Airport traffic; and Steamship Authority for ferry traffic. For more information, contact Mark McDermott at the Massachusetts Office of Travel & Tourism, 617-727-3201 x212.

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